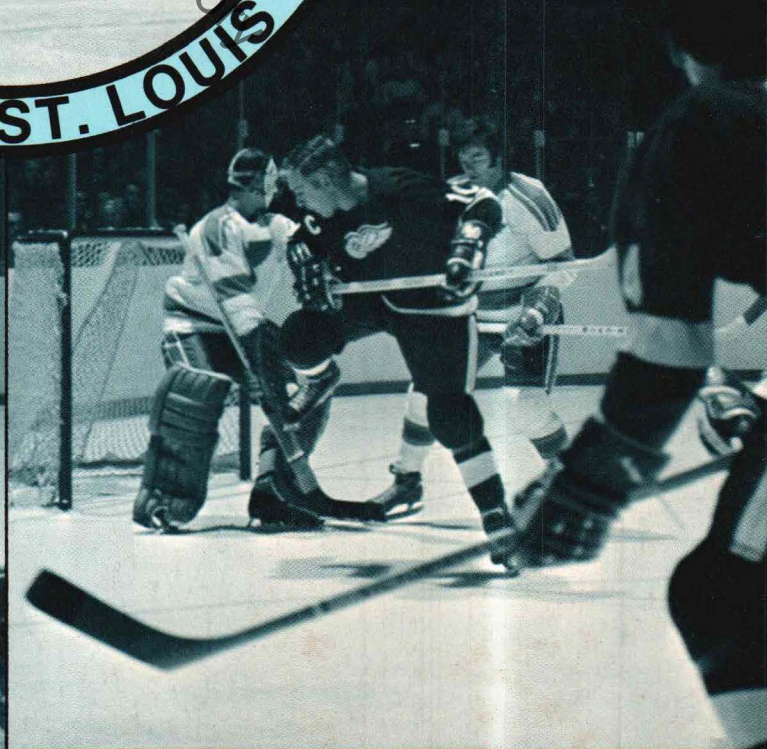


BLUES vs DETROIT
ARENA - ST. LOUIS



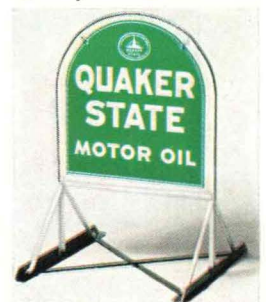
Peace of mind.



This is peace of mind by the quart. Use it and you know you're giving your engine the best protection money can buy.

Quaker State Deluxe 10W-40 Motor Oil is deliberately designed to exceed the motor oil requirements of every car maker in the world. Every drop of Quaker State is refined only from 100% Pure Pennsylvania Grade Crude Oil, the world's choicest. And fortified by oil specialists to protect your engine under all conditions.

Buy yourself some peace of mind. Ask for Quaker State wherever they care about cars. It's America's most preferred motor oil.



Quaker State your car to keep it running young.

CROWN LIFE INSURANCE Co.

HOME OFFICE: TORONTO, CANADA



With more than \$8,000,000,000.00 of insurance in force

SALUTES

SIDNEY SALOMON, JR. AND ASSOCIATES, Inc.

Morton R. Bearman
James T. Blair, III
Peter A. Cohen
R. E. Hall
R. J. King, Jr.

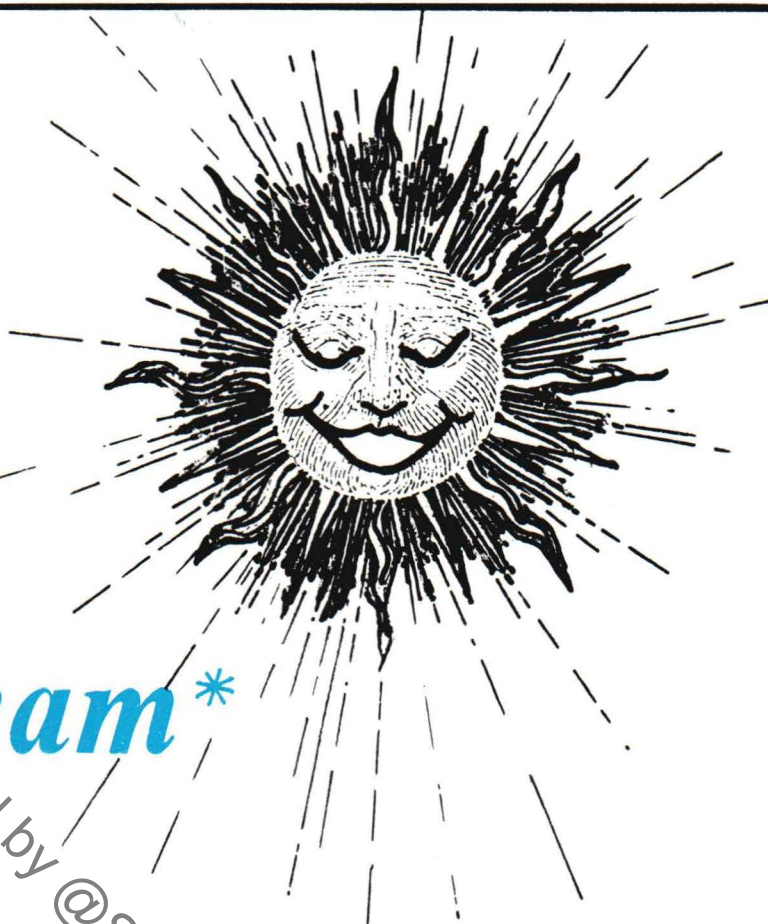
Lee Kling
Robert V. Klostermeyer
Pierce Liberman
Mark Lutsky

Harold Meier
Sidney Salomon, Jr.
Sid Salomon, III
Rod Susman
Robert W. Weddell

UNDERWRITERS-CONSULTANTS-ADMINISTRATORS

1010 COLLINGWOOD DRIVE SOUTH
ST. LOUIS, MISSOURI 63132
997-5500

FLY



SunStream *

JETS

to

FLORIDA

**2 NON STOPS TO TAMPA
2 NON STOPS TO MIAMI**



Call Your Travel Agent (Mr. Information)

or

TWA at 436-4800

* Service mark owned exclusively by Trans World Airlines, Inc.

ST. LOUIS BLUES

NATIONAL HOCKEY LEAGUE MAGAZINE

SEVENTY-FIVE CENTS

With Us Tonight	29
Visitors' Roster	33
Meet The Visitors	34
Billiken Beat	31
Blues Roster	57
Amour's Cartoon Page	21
Arena by Alan Salomon	36
Hockey by Gary Ronberg	25
Guest Writer	39

EDITOR Alan Salomon
 ASSISTANT EDITOR Dolores Forsythe
 STAFF Linda Weinstein, Alice Handelman
 PHOTOGRAPHERS Bob Kolbrener, Lew Portnoy
 LOCAL ADVERTISING John Sher



NATIONAL ADVERTISING REPRESENTATIVE:

Leo Ornest

National Hockey League Services, Inc.
 Suite 2480, 2 Pennsylvania Plaza
 New York, N.Y. 10001

LITHOGRAPHED BY UNIVERSAL PRINTING CO.,
 ST. LOUIS, MISSOURI



PUBLISHED BY THE
 ST. LOUIS BLUES HOCKEY CLUB INC.
 5700 OAKLAND AVE. ST. LOUIS, MO. 63110

JOHN ROBERTSON
 Montreal Star

FEATURE WRITERS IN THIS ISSUE



GARY MUELLER
 St. Louis Post Dispatch



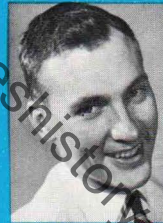
LARRY WIGGE
 Sporting News



RENO HAHN
 St. Louis Globe Democrat



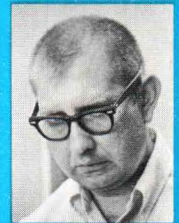
ROBERT L. BURNES
 Executive Sports Editor,
 St. Louis Globe Democrat



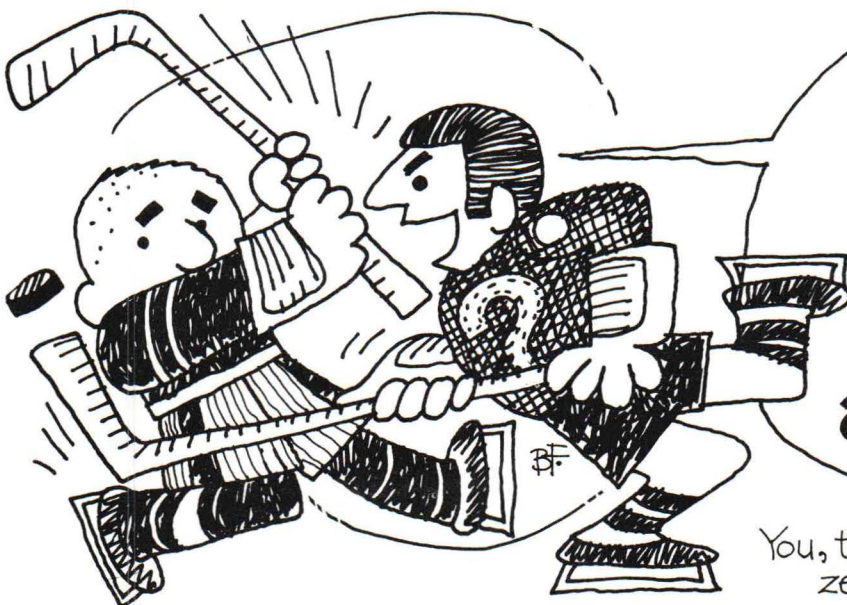
DON BERNES
 Hockey News



ARNOLD IRISH
 Sports Editor
 Metro East Journal



JOE MEYER
 Edwardsville
 Intelligencer

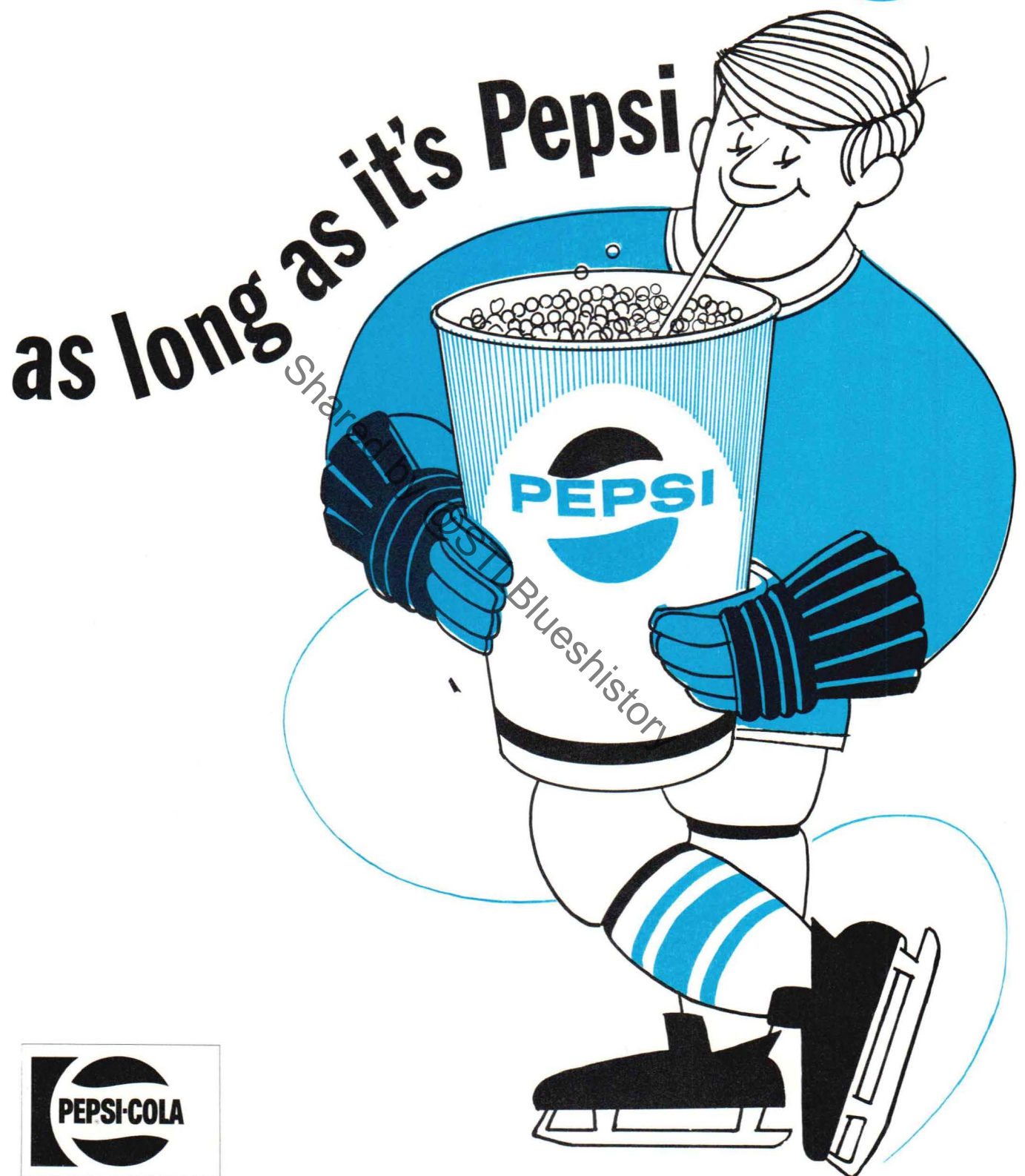


Join me for
 a dish of

 after zee match?

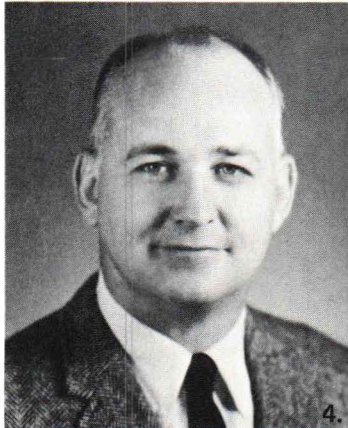
You, too, will enjoy the ice cream wiz
 zee subtle little difference.

"HOLDING" is legal



You've got a lot to live. Pepsi's got a lot to give.

BOTTLED BY PEPSI-COLA BOTTLING COMPANY OF ST. LOUIS UNDER APPOINTMENT FROM PepsiCo, INC., NEW YORK, N.Y.
"Pepsi-Cola" and "Pepsi" are Registered Trademarks of PepsiCo, Inc.



ST. LOUIS BLUES OFFICERS

1. SIDNEY SALOMON, JR.
Chairman of the Board and President
2. SID SALOMON III
Executive Vice President
Governor, National Hockey League
3. ROBERT L. WOLFSON
Vice President and Treasurer
4. JAMES D. CULLEN
Secretary and General Counsel

BOARD OF DIRECTORS

James D. Cullen

Lester Crown

Robert Hyland

James R. James, Jr.

R. J. King

Frank J. Leber

Stanley H. Rosensweig

Sidney Salomon, Jr.

Sid Salomon III

Senator Stuart Symington

John P. Soult

Elliot H. Stein

Robert L. Wolfson



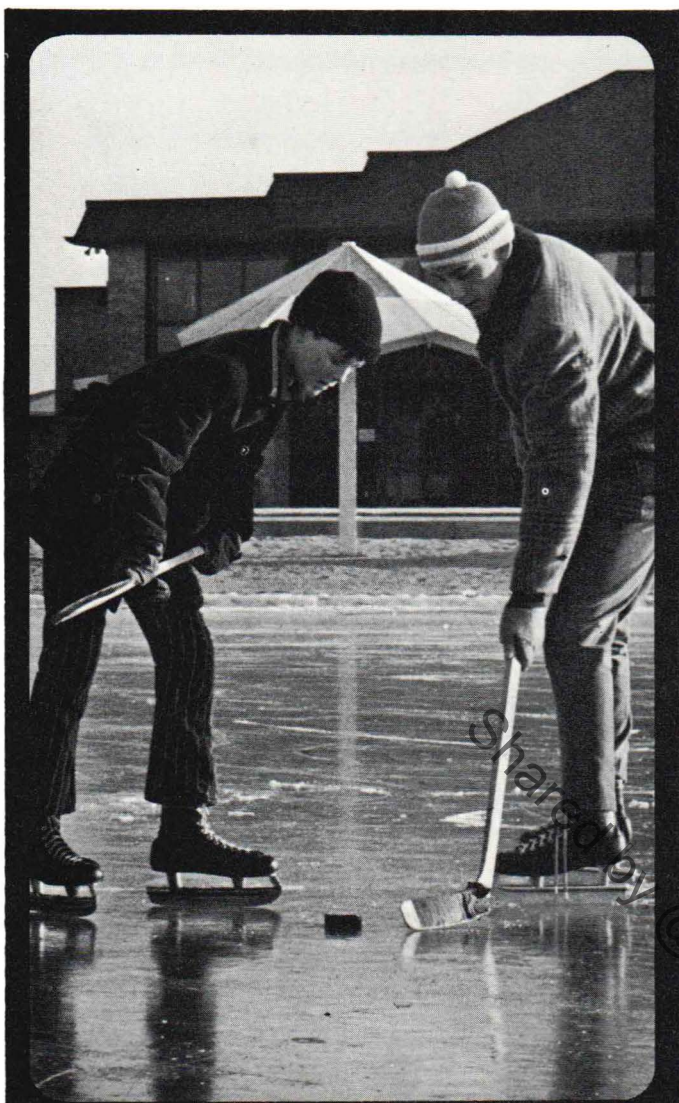
To reach Big Bend Woods, drive out Big Bend Road west of Highway 141 to Hanna Road and turn right, or west on Manchester Road to Meramec Station Road turn left.



Big Bend Woods is now a fine new neighborhood in West St. Louis County. See 3, 4 and 5 bedroom homes . . . large but sensibly priced and, as always filled with the features and value that mark a Kodner home. A CALORIC GAS RANGE with self-cleaning oven and broiler is included in each Big Bend Woods home. Parkway School District.

Open from 9:00
a.m. to 6:00 p.m.
daily. Phone 227-9666





**ICE is the name
of the game
when it comes to
Hockey, and no ice
is closer than
out your back door
when you live
at "The Place."**



LAKE SAINT LOUIS

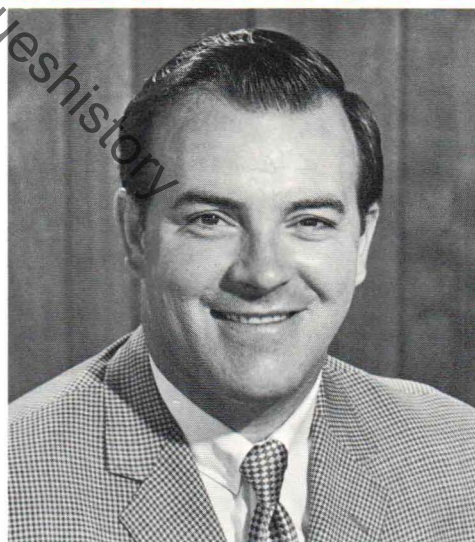
18 minutes west of 244 on I-70 • Phone 739-1318

VICE-PRESIDENT



Lynn Patrick became the first General Manager of the new expansion teams when he joined the BLUES in May of 1966. His work with the St. Louis hockey club has seen him move up to Managing Director and now the man who molded the BLUES has been named to the post of Vice President. An All-Star player with the Rangers and in the front offices with both New York and Boston, Lynn hails from a wealth of hockey tradition. His father, the late Lester Patrick, the immortal "Silver Fox", is one of the greatest names in hockey. Joining the elder Patrick in the hockey Hall of Fame can be found Lynn's Uncle Frank who also furthered the family's hockey tradition. One of the most popular figures in hockey front offices, Lynn Patrick has been the guiding light throughout the BLUES' early history.

GENERAL MANAGER



After three sensational years as coach of the BLUES, Scott Bowman assumes the role of General Manager. Few people in all of hockey can claim the fine record that this man earned while behind the bench for St. Louis. With Scotty as coach, the BLUES boasted of a 97-73-40 regular season record. The team won two successive Clarence S. Campbell Bowls and has been the only West Division club to be represented in the Stanley Cup Finals to date. With the growing work slated for the job of General Manager, it became impossible for the 37-year-old Montreal native to continue his dual role. Thus Bowman now puts his entire efforts to the full-time duties that comprise the job of General Manager.

Busses depart from

Dine before or after

at

Stan
MUSIAL and BIGGIE'S

Next time you're going to see the Western Division Champs in action, do it the easy way. Park your car on our attended lot. Dine before or after the game. Ride our FREE busses to the Arena.

Why not celebrate a Blues victory with a private party in one of our two newly decorated banquet rooms.

For reservations call 652-2626



5130 OAKLAND
(Just down the street)

Stan MUSIAL & BIGGIE'S for

all Blues home games.

The Difference in Painting

**Hartman
-Walsh
PAINTING CO.**

Proving the Difference

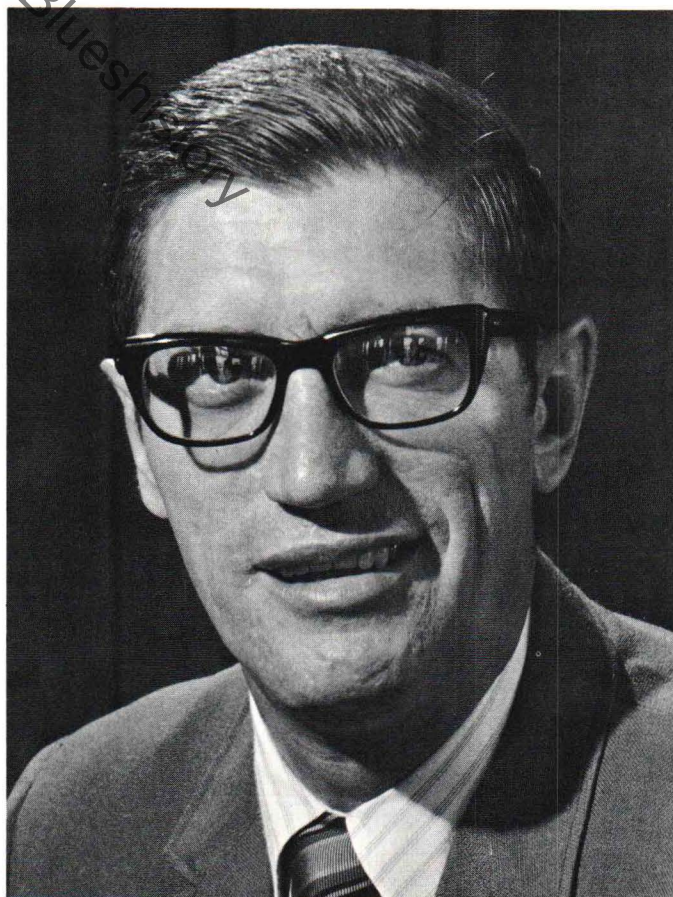
THE NEW LOOK ARENA
BUSCH MEMORIAL STADIUM
McDONNELL-DOUGLAS
UNION ELECTRIC
POWER PLANTS

**And Hundreds of Imaginative
Professional Projects**

Call 863-1800

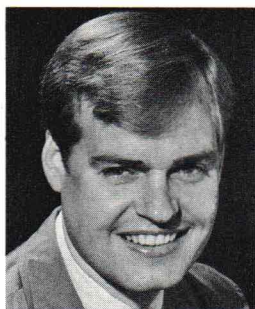
BLUES COACH

Al Arbour, veteran defenseman of some 17 pro years begins a new career as coach of the St. Louis BLUES. The popular, bespectacled defenseman who has led the BLUES as their team captain the past three years, has now been called upon to guide the club from behind the bench. During his playing days the 37-year-old rear guard appeared on three Stanley Cup winning units while seeing action with Detroit, Chicago and Toronto during his big league career. Winner of the Eddy Shore Award as the outstanding defenseman of the American Hockey League while with Rochester in 1964-65, the 6'1", 180 lb. Arbour has been a stalwart throughout his playing days. The respected defenseman joined the BLUES in 1967-68 by way of the expansion draft and promptly helped the club to two Division titles and three consecutive Stanley Cup Final berths. Al was selected to represent the West Division as its premier All-Star defenseman in each of the past two seasons. During his career, Al Arbour's dedication and perseverance has kept him on top. No doubt these fine traits will go a long way in aiding the BLUES' continuation of their winning ways.

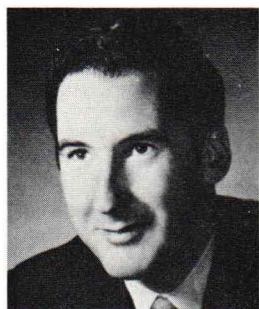


BLUES & ARENA STAFF

ST. LOUIS BLUES



GARY RONBERG
Ass't. to the President



CLIFF FLETCHER
Ass't. General Manager



FRANK MARIO
Director of Player Personnel



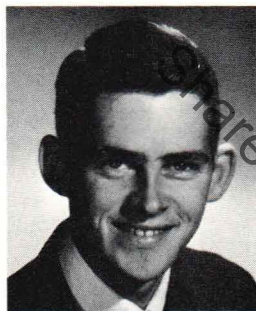
ALAN SALOMON
Publicity Director



CLAY HYLAND
Publicity



GUS KYLE
Sales Director



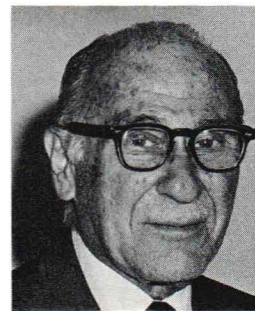
GORDON ZIEGLER
Ass't. Director of Sales



TOMMY WOODCOCK
Head Trainer

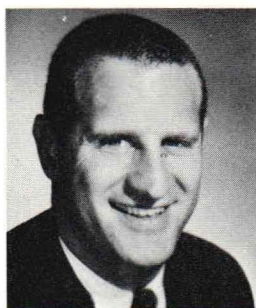


DAN WOOD
Ass't. Trainer



DR. J. G. PROBST
Team Doctor

MISSOURI ARENA CORPORATION



WAYNE COOPER
Arena General Manager



WILLIAM W. COMBS
Controller



WENDELL EMRICK
Director of Trade Shows &
Administrative Consultant



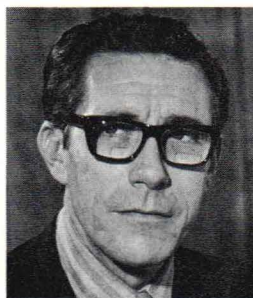
JOHN SHER
Events Director



RICHARD BUB
Ass't. General Manager



IKE SOLLERS
Managing Director
Arena Club



BOB DUNIGAN
Box Office Manager



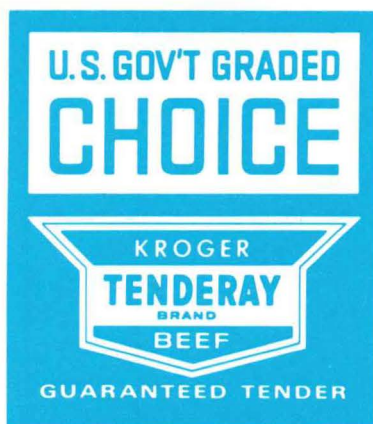
NORM ROSA
Building
Superintendent



You expect
a difference in
**MAJOR
LEAGUE
PERFORMERS!**

and you get it with

St. Louis Blues



**Lightning Low
Discount Prices**



**Plus
Top Value
Stamps**

Copyright 1970

The Kroger Co.

BLUES FIND FOUNTAIN OF YOUTH

BY RENO HAHN / St. Louis Globe-Democrat

The Blues youth movement is doing fine, thank you, and its success this season promises well for the future.

Many changes have been made in the Blues' lineup and in most cases younger players were obtained. When you make a nearly 50 per cent turnover in personnel, you are bound to have problems and that accounts in part why the Blues have been inconsistent this season.

"I've made a lot of mistakes," Arbour went on, "but I'm learning and hope to continue to learn. I played defense many years and I was learning all the time."

At the start of last season, the Blues' roster listed 24 players with an average age of 30. Currently, they have 22 players averaging 28.

That may not seem like much of a reduction, but the ten players who have gone averaged 31.4 years,

Montreal, with a surprising 25.8, and Toronto with 26.0, have the two youngest lineups, while all the others are between 27 and 28.

The Blues now can put out two forward lines on which the oldest player would be 25 and all but one of them is a newcomer.

One trio could have Chris Bordeleau, 23, at center with Tim Ecclestone, 23, the lone holdover, and George Morrison, 22, at the wings.



Ecclestone, Bordeleau and Morrison are all under 25.

"You have to make adjustments both ways," says coach Al Arbour, "The new players have to adapt themselves to our style and their new teammates, while, in turn, the veterans have to become accustomed to different partners."

"And don't forget," Arbour continued, "This is a new job to me and I've had a lot to learn. The players have to find out what I want and how I want them to play. Scotty Bowman (last season's coach) and I think a lot alike and have the same general philosophy about hockey, but each of us does things a little differently."

while the eight who have been acquired average 25.8. And, of course, the others who remained have all aged a year.

When you consider that the Blues are playing at almost exactly the same point pace as they did last season, you can readily see that they have brought in youth without sacrificing talent.

The Blues now compare favorably in age with the other teams in the National Hockey League. Pittsburgh has the oldest squad with a 30.4 average, while both New York and Los Angeles are slightly higher than the Blues.

The other would consist of Jim Lorentz, 23, at center with Craig Cameron, 25, and Brit Selby, 25, at the wings.

Actually, Arbour doesn't use those matchups, but it points out the new look on the Blues.

The other newcomers are defensemen John Arbour, 25, and forward Bill Sutherland, 36. Sutherland is an exception to the youth movement, but he was bought in an emergency deal when veteran Ab McDonald suffered a back injury and was out for a long time.

The "old man" of the Blues now

is goalie Glenn Hall who is 39. Then there's a drop to the 36 of Sutherland and Bill McCreary.

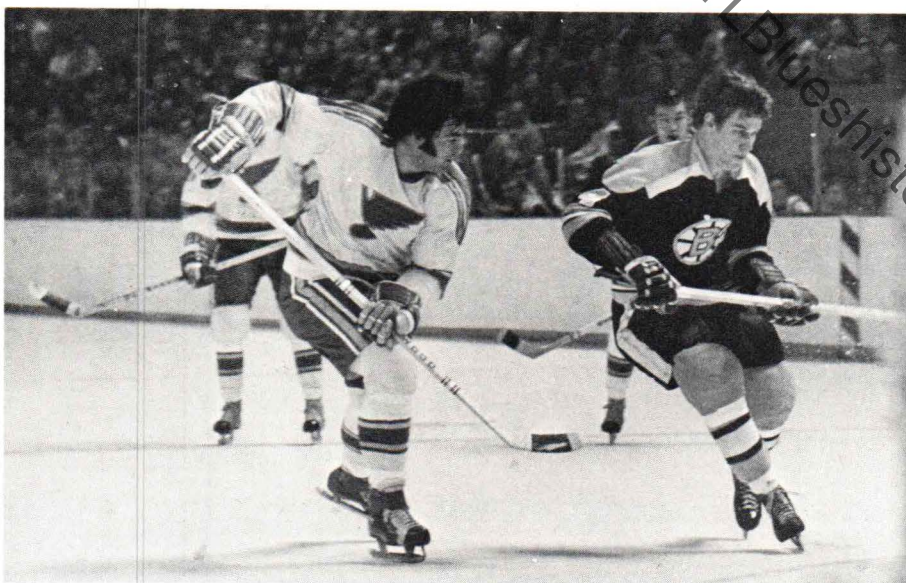
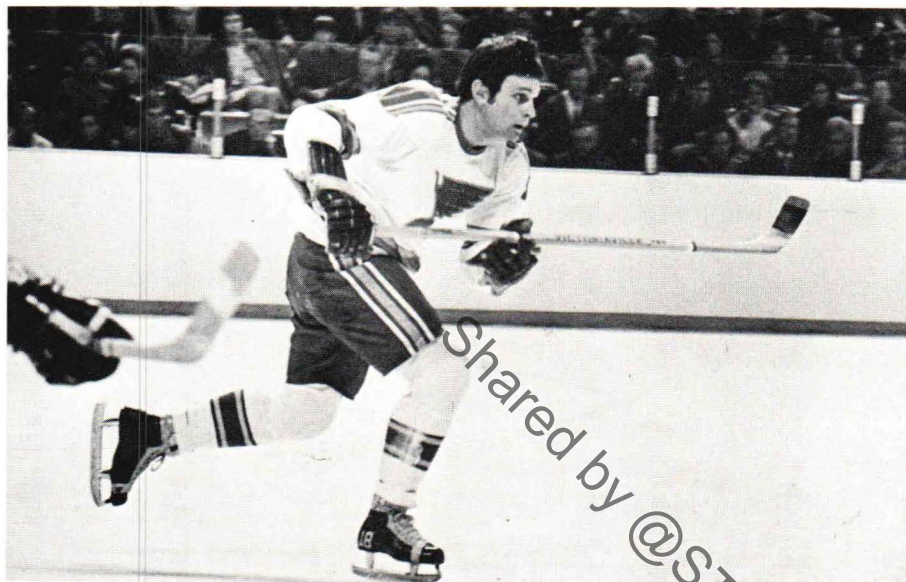
The Blues have nine players age 30 or over, but several of them are just at their peak in the lower 30s, like Jim Roberts, 30, Red Berenson, 31, Frank St. Marseille, 31, and Noel Picard, 32.

They will provide the seasoned nucleus any hockey team needs to

squad. That was the average weight. To no one's surprise, the Boston Bruins are by far the heaviest. The Bruins weigh in at an average 194.9 pounds per man.

Closest to the Bruins are the Los Angeles Kings at 188.3, while California, 187.3, and New York, 184.7, are next. The Blues average 180.4.

Overall, the Blues have made a



A pair of young players, Selby and Arbour, joined the Blues after the season had started.

succeed, but the future accomplishments of the Blues must come from the youngsters like Ecclestone, (even though he is in his fourth season he is still young,) Bordeleau, Morrison and Lorentz.

The NHL also revealed one other statistic along with the ages of each

very successful transition from a team that depended primarily on veterans to one that stresses youth. And when you remember that combined with all those new players there was a new coach, the Blues have done remarkably well this season.

That Downs Feeling!



The feeling you get when a suit's everything it should be. Fabric — individual. Styling—tastefully ahead of its time. Tailoring — by perfectionists. You're not just looked at, you're looked up to. "That Downs Feeling!"

HAMMONTON PARK RATNER
KUPPENHEIMER



Clayton on Forsyth/River Roads
South County/Grand & Olive



DORIAN MAGWITZ



Rolex

FACTORY AUTHORIZED SALES AND SERVICE.

HAMILTON JEWELERS

Complete Selection Blues Hockey Charms

Downtown St. Louis at 715 Locust

Phone 241-5653

"BUSCH STADIUM ANNEX"
(Where the Sports Crowd Buys)



Squeezed between Mercantile Trust and Ambassador Theatre



BLUES AT HOME

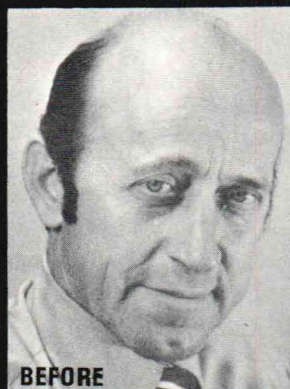
Saturday, October 10
Monday, October 12
Saturday, October 17
Wednesday, October 28
Saturday, October 31
Thursday, November 12
Saturday, November 14
Tuesday, November 17
Saturday, November 21
Tuesday, November 24
Thursday, November 26
Saturday, November 28
Saturday, December 5
Wednesday, December 9
Friday, December 11
Tuesday, December 15
Saturday, December 19
Wednesday, December 23
Saturday, December 26
Wednesday, December 30

NEW YORK
VANCOUVER
BUFFALO
OAKLAND
LOS ANGELES
DETROIT
MONTREAL
MINNESOTA
CHICAGO
BOSTON
TORONTO
VANCOUVER
DETROIT
PHILADELPHIA
PITTSBURGH
MINNESOTA
BOSTON
MONTREAL
MINNESOTA
PHILADELPHIA

Saturday, January 9
Sunday, January 10
Tuesday, January 12
Saturday, January 16
Saturday, January 23
Friday, February 5
Tuesday, February 9
Thursday, February 11
Saturday, February 13
Tuesday, February 16
Wednesday, March 3
Friday, March 5
Tuesday, March 9
Saturday, March 13
Tuesday, March 16
Saturday, March 20
Tuesday, March 30
Thursday, April 1
Saturday, April 3

VANCOUVER
NEW YORK
OAKLAND
CHICAGO
BUFFALO
PITTSBURGH
TORONTO
BOSTON
NEW YORK
OAKLAND
CHICAGO
TORONTO
LOS ANGELES
BUFFALO
MONTREAL
DETROIT
LOS ANGELES
PHILADELPHIA
PITTSBURGH

(All contests start 8:00 p.m.)



BEFORE



AFTER

WHEN ONLY THE FINEST QUALITY
TOUPEE WILL DO...

ONLY *The Duke and Duchess*
WILL DO.

WEST COUNTY CENTER
HWY: 244 and MANCHESTER 965-4400
CLAYTON
1012 BRENTWOOD BL. 721-6657
DOWNTOWN ST. LOUIS
410 N. SEVENTH ST. 241-8588

"Wigs and toupees of distinction since 1887"

the
Duke
and
Duchess

BLUES AWAY



Wednesday, October 14
 Sunday, October 18
 Wednesday, October 21
 Friday, October 23
 Saturday, October 24
 Thursday, November 5
 Saturday, November 7
 Sunday, November 15
 Thursday, November 19
 Wednesday, December 2
 Thursday, December 3
 Sunday, December 6
 Sunday, December 13
 Wednesday, December 16
 Sunday, December 27
 Saturday, January 2
 Sunday, January 3
 Wednesday, January 6
 Thursday, January 14
 Thursday, January 21

TORONTO
 CHICAGO
 OAKLAND
 VANCOUVER
 LOS ANGELES
 BOSTON
 MINNESOTA
 PHILADELPHIA
 PITTSBURGH
 NEW YORK
 MONTREAL
 DETROIT
 PHILADELPHIA
 CHICAGO
 NEW YORK
 VANCOUVER
 LOS ANGELES
 OAKLAND
 BUFFALO
 MINNESOTA

Wednesday, January 27
 Thursday, January 28
 Sunday, January 31
 Wednesday, February 3
 Sunday, February 7
 Sunday, February 14
 Saturday, February 20
 Sunday, February 21
 Wednesday, February 24
 Thursday, February 25
 Saturday, February 27
 Sunday, March 7
 Wednesday, March 10
 Sunday, March 14
 Thursday, March 18
 Tuesday, March 23
 Friday, March 26
 Saturday, March 27
 Sunday, April 4

MONTREAL
 DETROIT
 BOSTON
 TORONTO
 PHILADELPHIA
 NEW YORK
 TORONTO
 BUFFALO
 PITTSBURGH
 DETROIT
 MONTREAL
 BOSTON
 MINNESOTA
 CHICAGO
 BUFFALO
 VANCOUVER
 OAKLAND
 LOS ANGELES
 PITTSBURGH

Everyday **"SUPER"**
DISCOUNT PRICES

Plus



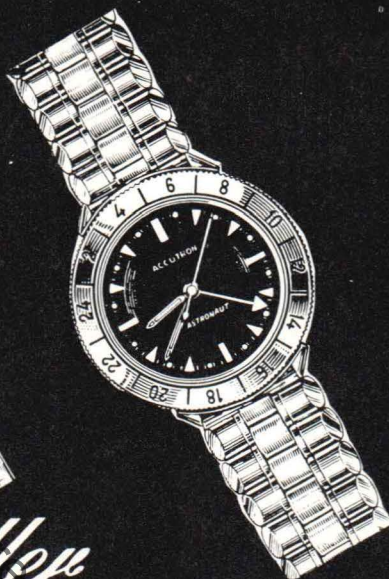
- ✓ "Super" Specials
- ✓ "Dawn-Dew" Fresh Fruits & Vegetables
- ✓ U.S.D.A. CHOICE BEEF
- ✓ SATISFACTION GUARANTEED
- ✓ EAGLE STAMPS

**IT'S THE
 TOTAL SAVINGS
 THAT COUNT!**

headquarters of The Most Accurate Watch in the World — All 91 of Them



SPACEVIEW "H"
Clear view
luminous dial.
\$150.00



ASTRONAUT "N"
Stainless steel.
Rotating outer rim
for elapsed time
setting. Luminous.
\$175.00



Accutron "Deep Sea"
All stainless steel. Water
resistant to 666 feet.
Luminous dial.
\$195.

quality jewelers

Wehmüller

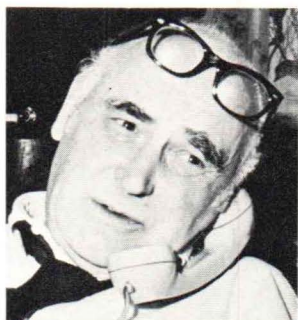
for a third of a century

NORTHLAND/SOUTH COUNTY
WEST COUNTY

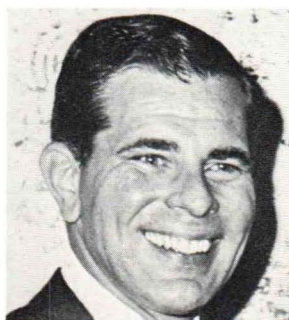
master charge

Shoppers
CHARGE

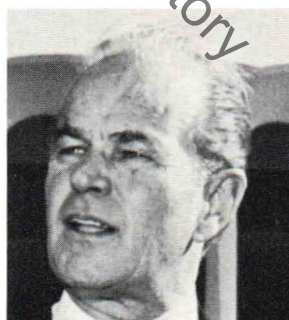
WEST DIVISION GOVERNORS



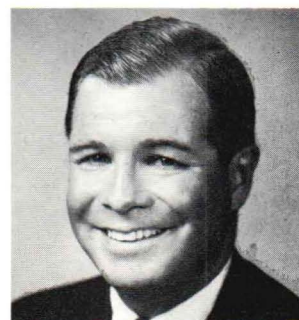
Charles O. Finley
California Golden Seals



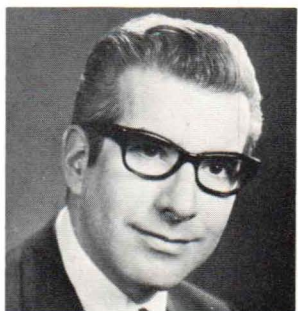
William W. Wirtz
Chicago Black Hawks



Jack Kent Cooke
Los Angeles Kings



Gordon H. Ritz
Minnesota North Stars



Edward M. Snider
Philadelphia Flyers

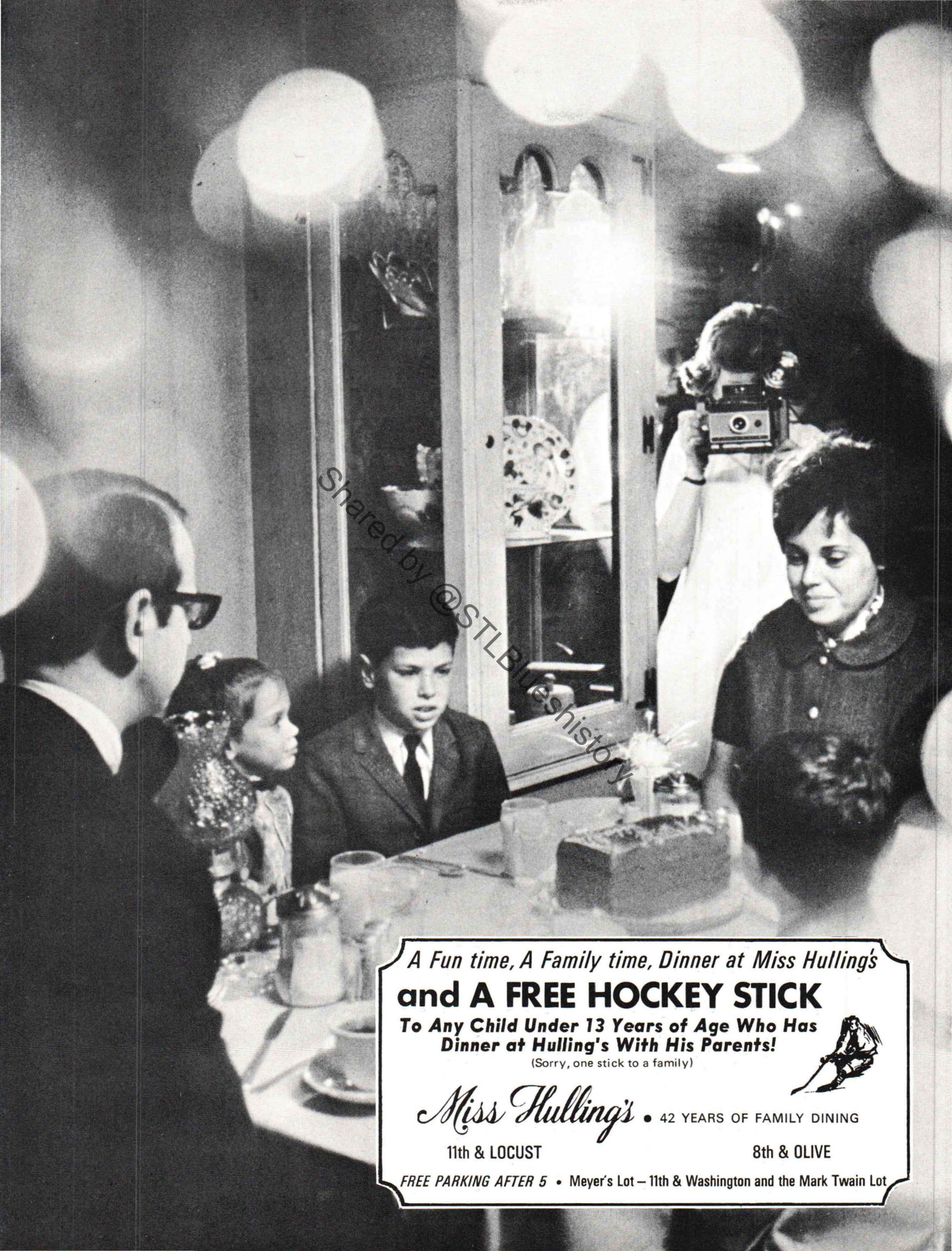


Donald H. Parsons
Pittsburgh Penguins



Sid Salomon, III
St. Louis Blues





Shared by @STLBlueHistory

A Fun time, A Family time, Dinner at Miss Hulling's
and A FREE HOCKEY STICK

**To Any Child Under 13 Years of Age Who Has
Dinner at Hulling's With His Parents!**

(Sorry, one stick to a family)

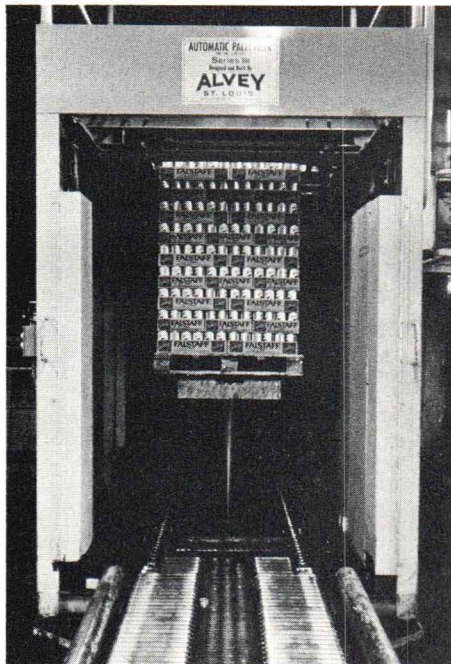


Miss Hulling's • 42 YEARS OF FAMILY DINING

11th & LOCUST

8th & OLIVE

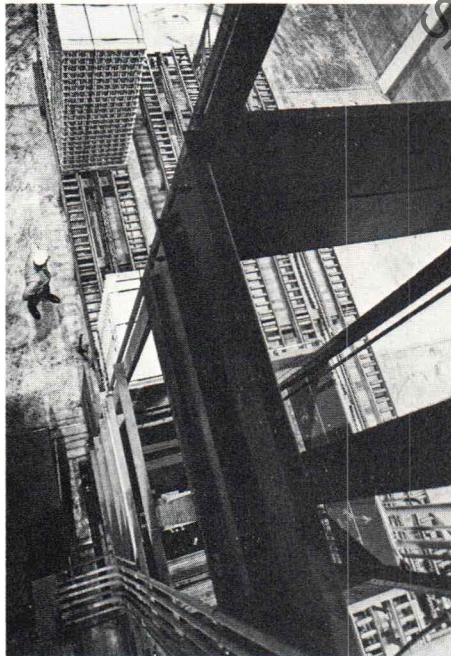
FREE PARKING AFTER 5 • Meyer's Lot — 11th & Washington and the Mark Twain Lot



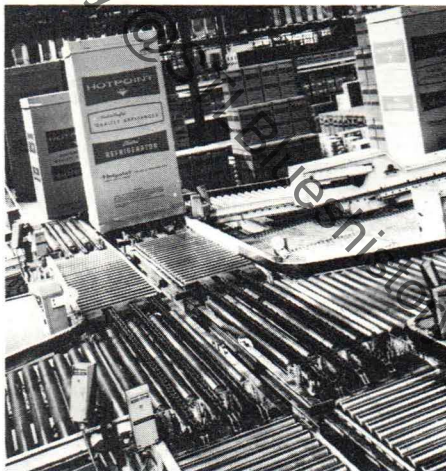
Palletizers



Conveyors



Lifts



Materials Handling Systems

Alvey thanks its St. Louis area clients including:

American Can Company
Anheuser-Busch Inc.
Bristol-Myers Products, Division of Bristol Myers Co.
Brown Shoe Company
Carling Brewing Company
Carter Carburetor Division of ACF Industries, Inc.
Century Electric Company
Coca-Cola Bottling Co.
Continental Can Co., Inc.
Emerson Electric Co.
Falstaff Brewing Corporation
Lever Bros. Company
Mallinckrodt Chemical Works
Monsanto Company
Old Vienna Products
Pepsi-Cola Bottling Co. of St. Louis
Permaneer Corporation
Pet Incorporated
Purex Corporation Ltd.
R. C. Can Company
Ralston Purina Co.
Wagner Electric Corporation

ALVEY

We've kept business on the move for sixty years

Since 1911, Alvey has been improving efficiency of operations all over the world with better materials handling systems designed, engineered, and built in St. Louis.



ALVEY INC. / 9301 OLIVE BLVD. / ST. LOUIS, MISSOURI 63132

"Alvey Quality is more economical in the long run"... Plants in St. Louis, Belgium and Mexico.

WHEN A TEAM IS A TEAM

BY DONALD BERNIS/Hockey News

Gordie Howe had no trouble in explaining how he and Alex Delvecchio teamed for a goal in the final 30 seconds of a game two seasons ago to give the Detroit Red Wings a 1-1 tie with the St. Louis Blues at the Arena.

Howe had stormed along his right wing to the St. Louis net, then without looking dropped a pass which Delvecchio quickly jammed past Jacques Plante into the goal.

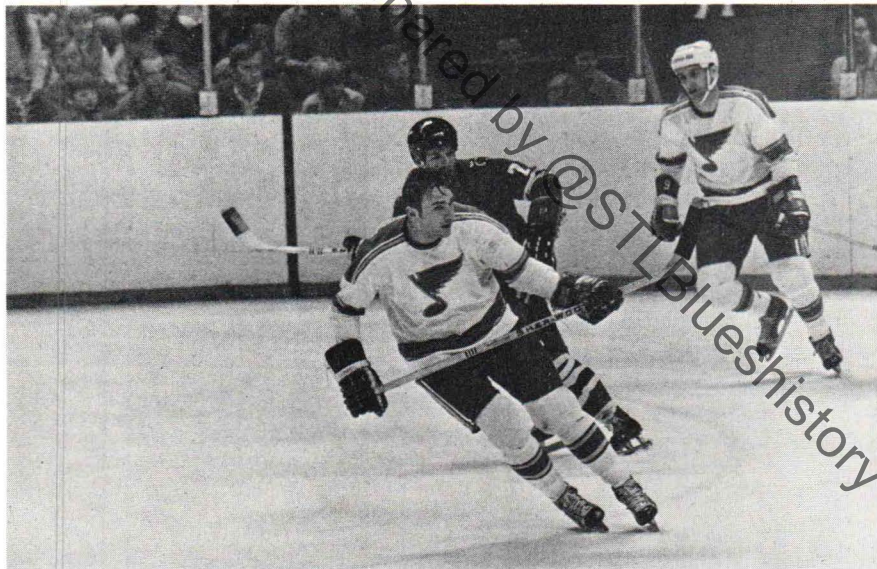
Howe said simply, "I knew Alex would be in that spot. He always is."

Howe was speaking of the remarkable cohesion which can be achieved by veteran linemates such as himself and Delvecchio or by a whole team which has

been together for many seasons. Howe and Delvecchio are probably the supreme example of this cohesion; they have been playing on the same team for 20 years — most of that time on the same line — and know one another's every move and every instinct on the ice.

If hockey coaches cannot duplicate the rapport of these two veterans or of an entire veteran team, at least they try to emulate it. A coach and general manager don't like to be forced into disrupting their hockey team. Changes must be made, and at times these changes appear to be real shakeups. But a team ordinarily suffers when it makes a series of trades and acquisitions, and a coach shudders when his team is peopled with new faces.

(Continued on page 61)



Lorentz and Bordeleau—a transition is made.



The TAM... the world's finest

RESIDENT SUMMER HOCKEY SCHOOL

UNMATCHED FACILITIES:

Under one roof the Tam has 4 ice surfaces (plus satellite rinks); well-equipped pro shop; dormitories supervised 24 hours per day; dining rooms with special food services planned by professional chefs; 2 golf courses — 9 hole and 18 hole; swimming pool; photographer available for souvenir snaps. Located in Metro Toronto close to major highways.

THE BEST TRAINING:

Every Tam player receives instruction from top NHL and AHL professionals. He learns all the fundamentals of hockey.

He gets a special course in the latest power SKATING techniques — a TAM feature, plus a planned recreation and physical education program.

FUN AT THE TAM:

Ping pong, billiards, games, golf and swimming (swimming lessons included). At the TAM, you get the best summer hockey training, plus a holiday!

Directed by: **BRUCE HYLAND**

Manager: **HARRY WATSON**



REGISTER EARLY!

**June 27th thru Sept. 4th
1971**

For further information write or phone

**TAM O'SHANTER
SUMMER HOCKEY SCHOOL**

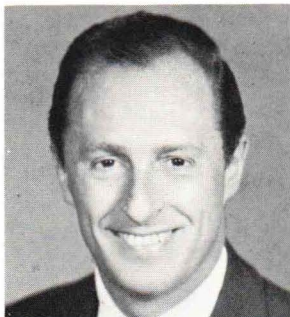
2380 KENNEDY ROAD, AGINCOURT (TORONTO)
ONTARIO, CANADA PHONE (416) 293-4141



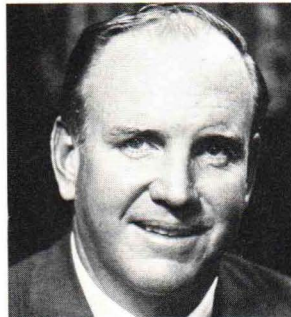
EAST DIVISION GOVERNORS



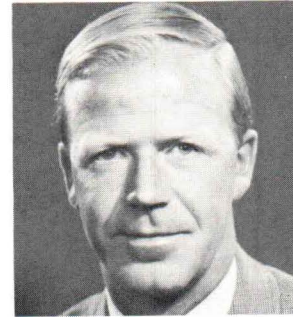
Weston W. Adams, Jr.
Boston Bruins



Seymour Knox, III
Buffalo Sabres



Bruce A. Norris
Detroit Red Wings



J. David Molson
Montreal Canadiens



William M. Jennings
New York Rangers

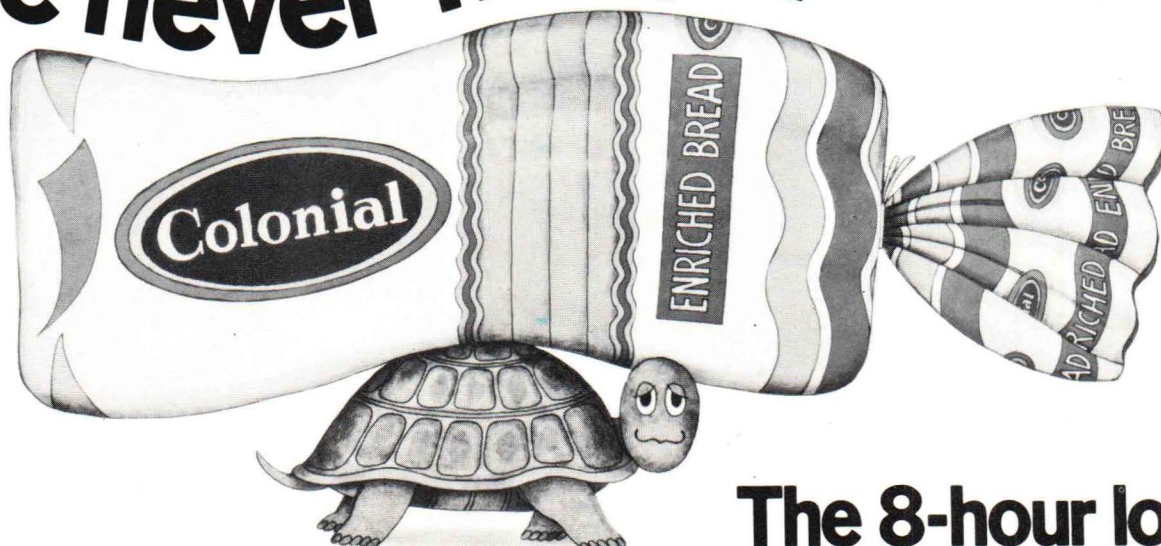


C. Stafford Smythe
Toronto Maple Leafs



Thomas K. Scallen
Vancouver Canucks

We never hurry it



The 8-hour loaf

There's Only ONE

Seventy one

. . . and

No Other ONE Quite Like It!

Leisure Dining — Mini Dance Floor Featuring music of Dick Balsano and St. Louis' own Songstress PERRI.

71 Maryland Ave.

FO 7-0171

The In INN for
Dining and Night Life

ESSEX HOUSE

RESTAURANT AND LOUNGE

House of the Lions

COCKTAILS AND DANCING
LIVE ENTERTAINMENT

In the Executive International Inn

1-70 at Lindbergh
Reservations for Dining 731-1811
For Dancing 426-3800

YOU DON'T
HAVE TO
GO TO . . .

LAS VEGAS OR
HOLLYWOOD OR **NEW YORK**

to see TOP ENTERTAINMENT

It's Happening

at the

Gallerie

Why Don't You Come Too?

SUPPER SHOW— 9:00 PM

After the game...

LATE SHOW— 11:00 PM

Plus One Sunday Show —

Buffet Style 6:00 P.M.

\$5.95

No Cover or Admission Charge. No Minimum.

Forest Park Hotel, West Pine at Euclid

Free Valet Parking

FO 1-4333

The **golden strand** *Hotel and Villas*

OCEAN FRONT AT 179TH STREET, MIAMI BEACH

Ping Pong
Shuffleboard

Beauty Salon

18 Hole Putting Green

Sauna and Health Club

Heated Olympic-size swimming pool

All accommodations are air conditioned and heated

Turf Dining Room

Golden Horseshoe Cocktail Lounge

19th Hole Cocktail Bar

Meeting Room

Poolside Coffee Shop

TV in all units

the hotel that is

PERSONALLY YOURS

SIDNEY SALOMON, JR. — President

SID SALOMON III —
Secretary & Treasurer

An Unfinished Portrait?



JIM LORENTZ

FROM VILLIAN TO GOOD GUY

BY GARY MUELLER/St. Louis Post - Dispatch

Jim Lorentz is a dedicated, intense hockey player. But if an opposing player were to whisper: "I know where you can find a male wood duck, Jim Lorentz might well forget all about hockey.

"I'm a serious trout fisherman," explained Lorentz. "And the feathers from the male wood duck, which are rare in Canada, make an excellent trout fly.

"I used to read in outdoor magazines about trout fishing and became interested about 10 years ago. I taught myself how to tie flies and spend most of my free time working on them."

Red Berenson, an avid hunter, has kept Lorentz supplied with those special wood duck feathers.

"I knew Red was a hunter," Lorentz said, "so I told him if he ever shot any wood ducks, to let me know. He brought some to the rink one morning before practice and I went out to his car and plucked them. I probably got about \$30 worth of the feathers, because they sell for 30 cents apiece in Canada."

During the off-season Lorentz, a resident of Niagara Falls, Ont., spends much of his time trout fishing the streams on Canada's Bruce Peninsula, about 2½ hours

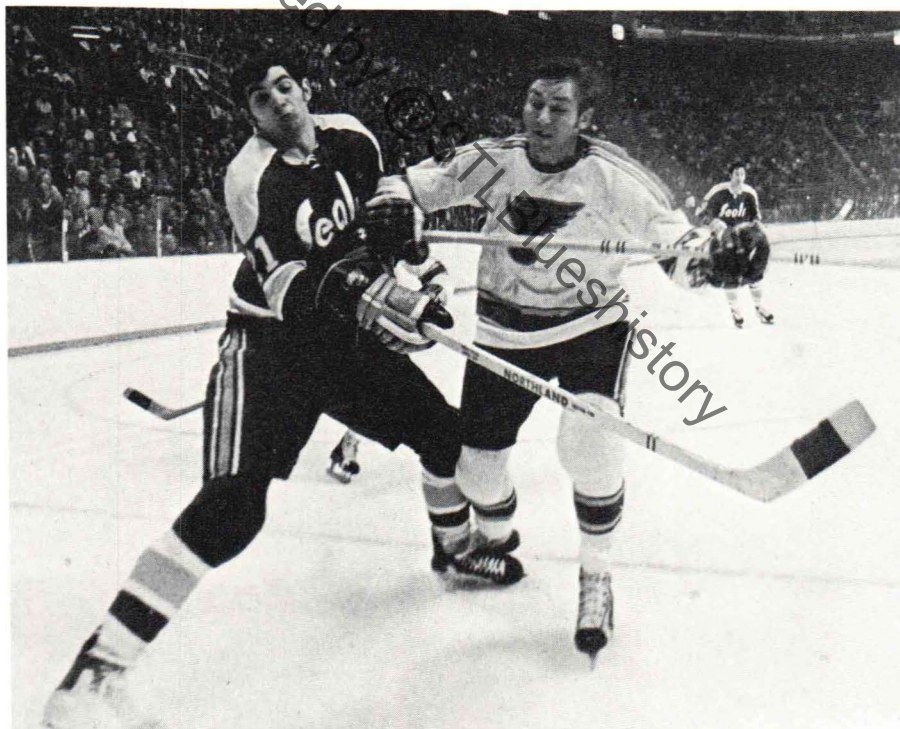
driving time from Niagara Falls.

He gets ready for the summer months by tying the flies over the winter.

"I usually take my fly-tying equipment with me on the road," said Jim. "I have a little vice to hold the stuff, hooks, the wood duck feathers, turkey feathers and even some polar bear hairs."

Recently, however, Lorentz hasn't found much time at home for his hobby. Jim and his wife Barbara have been kept busy by their 10-month-old daughter, Alicia.

"She's already had the chicken pox and an ear infection," said Jim.



"She's really kept things jumping around our apartment."

Barbara, who met her husband when he was playing amateur hockey in Niagara Falls, doesn't share Jim's trout-fishing enthusiasm, but she keeps busy during the summer giving piano lessons.

"Barbara enjoys hockey, but she's not a real fan," said Jim. "I'd just as soon not talk hockey at home,

so I try not to bring the game home with me. We'd rather spend our time playing euchre (a card game)."

A year ago, however, when Jim was playing for the Boston Bruins, his trout fishing was a year-round thing.

"Johnny Bucyk told us about a house way out in the suburbs that had two acres of ground," said Jim. "I could go out in my back yard

and catch my limit of trout within an hour."

Most of Lorentz's memories of Boston, culminating in beating the Blues in the Stanley Cup final, are happy ones. But he is quick to add that he's extremely happy now that he's with St. Louis.

"I was with the team all year, so I certainly felt a part of the Bruins," Lorentz said, "but I wasn't getting

to play a lot and I don't think I could have stood sitting on the bench for another season."

In parts of two seasons Jim played in 79 games, managing to pick up eight goals (including two in one game against the Blues) and 19 assists.

"When they called me up, I joined the team in Montreal," Lorentz recalled. "Here I was, breaking in at the Forum and playing against guys like Beliveau and Richard that I had been watching all my life. Then the next day we played at Chicago. Those were two pretty good places to get an introduction into the National Hockey League."

Lorentz admits that only now is he getting accustomed to playing against the stars he worshiped as a youngster growing up in Waterloo, Ont.

"I used to collect all the hockey flips (bubblegum cards)," he said. "My favorite was Gordie Howe. The first time I played against Detroit, I was assigned to cover him. I didn't get too close to him and I asked myself, 'What am I doing here?'"

Once Jim got over that initial reaction, he knew he wanted to stay in the NHL, and he wanted a good shot at proving he belonged.

"Naturally when I found out I

had been traded, it was a shock," said Lorentz, "but I realized this was my big opportunity. If I ever was going to make it, this would be the time."

The Blues apparently had confidence in Lorentz, because they gave up their first-round draft choice to obtain him. Boston used the Blues' turn to draft defenseman Ron Plumb, now with Oklahoma City in the Central Hockey League.

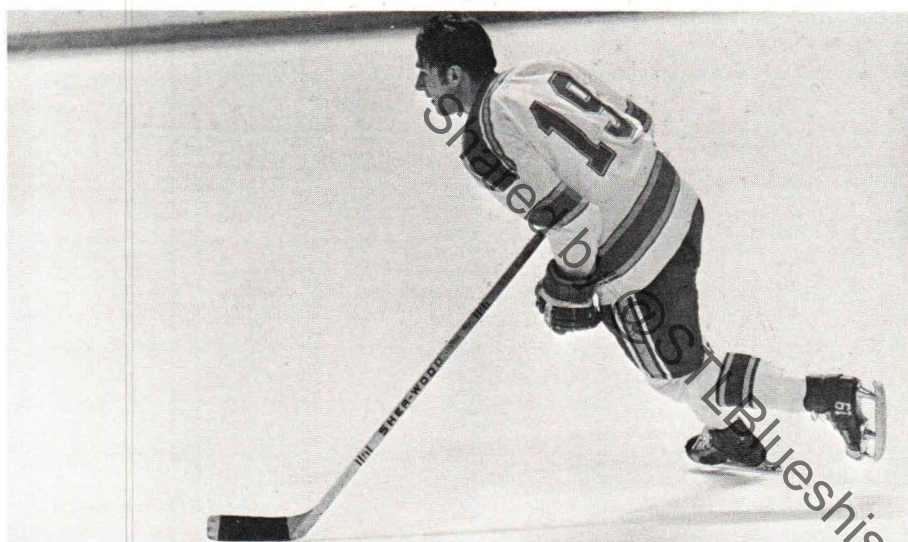
"Scotty Bowman made the deal," said Blues' coach Al Arbour. "We were to be the ninth team to draft and I'm sure Scotty felt that by the time it was our turn, we wouldn't be able to get anyone as good as Lorentz. After all, Jim was one of the best juniors in Canada only a few years earlier."

Lorentz, after a slow start, has been showing considerable improvement and is being counted on to be one of the leaders in the Blues' bid to overhaul Chicago for the West Division championship.

Jim has had to make three major adjustments: (1) he had to lose weight; (2) he had to learn St. Louis' style of play, and (3) he had to switch from center to left wing.

"I came to training camp out of

(Continued on page 53)



Love 'em and lease 'em...



... and let Manchester support your love affair with that sporty little MG, fancy Chevy Caprice, or big elegant Cadillac.

You can afford to be fickle when you lease from Manchester, where understanding salesmen will match the car you love with a lease you'll love. They'll take good care of you and your sweetheart, too. Even fix you up with substitute transportation if your #1 honey needs repairs. And in a couple of years or so, when you're tired of your car, Manchester will find you a new one. No strings, no expensive settlement.

So if you're a man who loves new cars, make a date with Manchester today!

**MANCHESTER
AUTO LEASE**

1075 S. Brentwood Blvd., St. Louis, Mo. 63117

Phone: (314) 726-4800





SCHERCK, STEIN & FRANC, INC.

506 OLIVE STREET / ST. LOUIS, MISSOURI 63101 / (314) 421-0225

MEMBERS: NEW YORK STOCK EXCHANGE / AMERICAN STOCK EXCHANGE / MIDWEST STOCK EXCHANGE

The Scoreboard



Goals		Assists		Time		Penalties	
						Blues	Visitors
Officials		Shots on Goal				Three Stars	
Referee:			1	2	3	Total	1
Linesman:		By BLUES					2
Linesman:		By VISITORS					3

When in need of . . .

MOVING

Locally or Long Distance
Offices—Plants—Equipment

PACKING—CRATING—SHIPPING

Export Domestic
Special Containers

STORAGE SPACE

Household Goods—Merchandise
Office Records—Specialties

MRAZEK VAN & STORAGE CO.

3660 Gravois Ave.
St. Louis, Mo. 63116

"Official Movers of The Blues"
AGENT FOR UNITED VAN LINES

For Accurate Estimates
Call 772-5300

HOCKEY

Gary Ronberg

The shock of the trade hadn't even worn off last February 6 when Red Berenson and Timmy Ecclestone fans all over St. Louis began reaching for their calendars with one hand and hockey schedules with the other. What they wanted to know was if the Detroit Red Wings were coming to town again this year—and if they were, when. Maybe The Red Baron and Timmy had played their last game in Blues' blue, but if they were going to be coming back "home", there were a lot of old friends who wanted to be on hand to say hello.

And Saturday, March 20 was of course the date everybody had circled in red (no pun intended) on that unforgettable Saturday morning last month. Berenson and Ecclestone to Detroit for Garry Unger and Wayne Connelly—why, few can remember when a sports trade had shaken up old St. Louis so much.

If one were to look at the deal objectively, however, he might say that up to now it has worked out quite well for both teams. Bothered by a hand injury, Unger got off to a slow start with the Blues, but he's come on strong as of late. And last Saturday night he enjoyed his best game yet in a St. Louis uniform, scoring three goals and assisting on four more in the 9-0 win over Buffalo. Connelly has fitted in well up front, while giving the Blues a booming shot from the right point on the power play. Going into this week's action he had three goals and 10 assists in 18 games with the Blues.

Meanwhile, Berenson has been a workhorse for the Wings. Playing on the power play and killing penalties as well as taking a regular shift, the redhead has three goals and 11 assists in 16 games. Ecclestone has two goals and six assists for eight points in 16 games.

How do the two feel about the deal?

"I was in a real daze those first two games with Detroit," Berenson recalls. "The shock of the trade hadn't worn off yet. It was like a dream. I kept expecting to wake up any moment.

"But then the realization struck home. Those sweaters were red, not blue. You can't look back; you have to go ahead."

Is Berenson bitter? "No, not really. Professional hockey is a big business based on cold, calculated judgements without sympathy, loyalty or apology. The management of the Blues decided that changes were necessary for several reasons, and Timmy and I just happened to be the ones who had to go.

"We were foolish to think that the St. Louis management was different, or held more stock in its players than is normal in player-owner relationships around the league. I guess that's the reason we were caught off guard and so stunned by the trade.

"Now that I've digested the change, I can look back without bitterness and thank Sidney Salomon, Jr., Sid Salomon III, Lynn Patrick, Scotty Bowman and Al Arbour, who all treated me fairly while I was with the Blues.

"The Red Wings offer a new challenge for me, just as the Blues did when I was traded to them in 1967. The Wings are old in name, but basically they're a new team with a new general manager and a new coach. Tim and I hope that we can help

Detroit. We face the future with optimism and treasure the memories of the past."

"My aim," says Timmy Ecclestone, "is to build myself into a solid two-way hockey player. You hear about players who score a lot of goals but also give up a lot. I want to be able to go both ways.

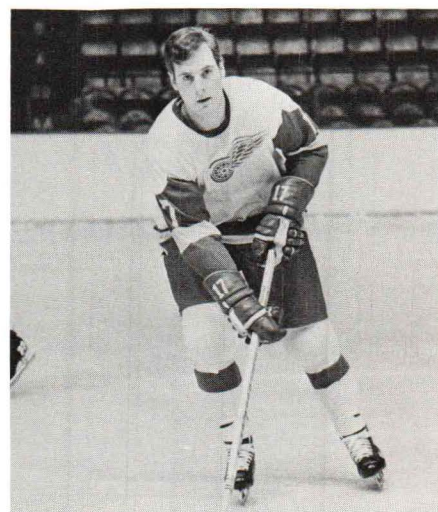
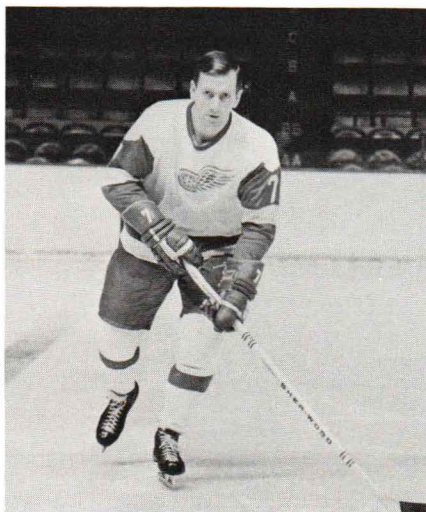
"Berenson is a good example of the type of player I'd like to be. He gets his goals and his points, but he also checks hard.

"Things come to you over a period of time. As you get your feet wet, you see things that you didn't see before. Hockey is a learning process, and I'm looking forward to playing with guys like Gordie Howe and Alex Delvecchio. They can teach me a lot."

And so tonight—just before the teams take the ice—more attention will be focused on the runway at the south end of the Arena that at any time since—well, since Jacques Plante returned for the first time in the uniform of the Toronto Maple Leafs. It will seem strange to see Red and Timmy in their new colors, but as Berenson said, hockey is a business—not a game.

Bob Plager would agree, too, for as he said a few days after the trade was made; "I hated to see those two go, 'cause they were good friends of mine. But that's the way this business is run and you've got to get used to it. So when Detroit comes in here all I can say is, 'Hi Red', and 'Hi Timmy'.

"Keep your head up."



The blazer is the new craze for NHL fans and players

These are clothes-conscious times and now fans—and players alike are wearing clothes oriented to their favorite sports interest. More and more men are turning to the blazer for it combines the best of two worlds, sports and fashion. It's the kind of fashion that's comfortable and with it!

To meet this new demand for blazers, the Curlee Clothing Company of St. Louis is gearing their new Blazer Collection to the sports minded, fashion-minded man. The Firm is licensed by the National Hockey League to style the Official NHL Blazer in team colors.

H. C. Phillips, Jr., Vice-President Sales of Curlee Clothing Co. said, "Curlee is pleased to be affiliated with the NHL in carrying the official blazer. Blazers, especially the double-breasted model, are a must for

any man's wardrobe this year. We anticipate another big season and have launched our program in every major market. Our local

dealers will carry

the NHL Blazers in more colors and fabrics than ever before. It's an excellent way for fans to identify with their favorite National Hockey League Team!"

Shown here: Hockey player and man-about-town, Rod Gilbert of the New York Rangers. He selected Curlee's double-breasted model for his official NHL Blazer. Says Rod, "This is the kind of fashion that looks great, feels great and lets a guy in for plenty of high scoring moments!"



Very current fashion...
NHL Blazers by Curlee

Styled to match the excitement and color of your favorite sport. The Curlee Blazer! Perfect anywhere, anytime.

Two great models... single or double-breasted... in lightweight Dacron® polyester and wool or regular weight wool worsted. A super color choice too, and at a price to win you over!

About \$60.00

At these and other fine stores:

ARONSON'S MEN'S SHOPS—All stores

DOWNS MEN'S SHOPS—All stores

FERGUSON DEPARTMENT STORE

FISHER'S OF FLORISSANT

HERMAN'S TOGGERY—Maplewood

LARRY'S MEN'S STORES—Florissant & Fenton

THE SQUIRE'S SHOP—Warson Village

THE TOGGERY SHOP—Alton

THRO'S—All stores

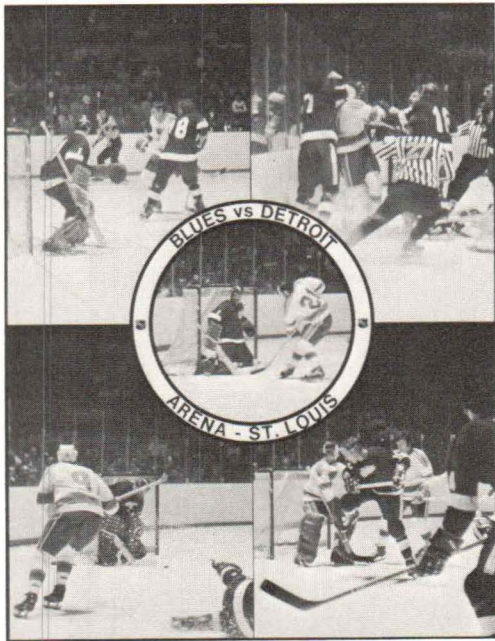
TRATTNER'S—Wood River

UNION CLOTHING COMPANY—E. St. Louis & Belleville

WERNER-HILTON—All stores

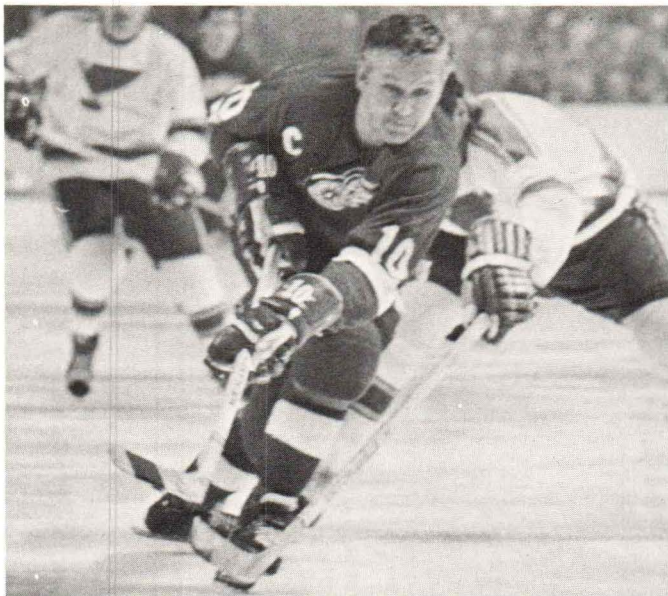
Curlee Clothing Company, 1001 Washington Ave., St. Louis, Mo. 63101

ON THE COVER

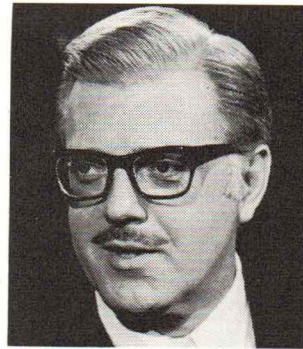


Tonights cover, printed in a unique duotone process, features a montage of Blues — Red Wings action shots this season at the Arena. The photos were taken by Lou Portnoy and Bob Kolbrenner using the strobe effect for highest quality.

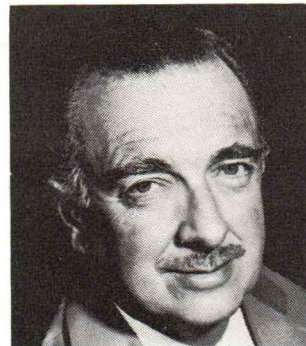
ABOUT TONIGHT



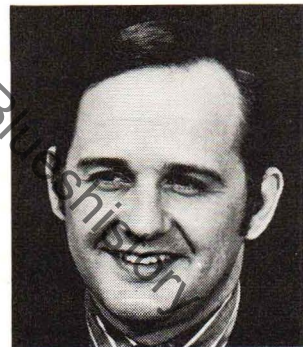
It's a bit of a homecoming for the Red Wings' Red Berenson and Tim Ecclestone but it's also a big hockey contest as the Blues try to lock up second place in the NHL West. Detroit, looking to play the spoilers role, has not defeated St. Louis in five games this season. Their last victory at the Arena was Jan. 24, 1970.



MAX ROBY



WALTER CRONKITE



TOM JONES

THE
BEST
THREE
OUT
OF
CBS 4

You can depend on KMOX-TV and CBS to bring you all the news, when you want it. Take your choice.

NEWS
5 PM, 5:30 PM,
6 PM, 10 PM
EVERY DAY
OF THE WEEK

WHY COMPROMISE
WITH THE COMMONPLACE ?

SELECT

the 
Clayton Inn

QUITE UNLIKE ANY OTHER MOTOR HOTEL

200 INVITING ROOMS & SUITES

FOR ADVANCE RESERVATIONS CALL OR WRITE

THE CLAYTON INN 7750 CARONDELET AVE
ST LOUIS MO 63105 — AREA CODE 314-725-1564

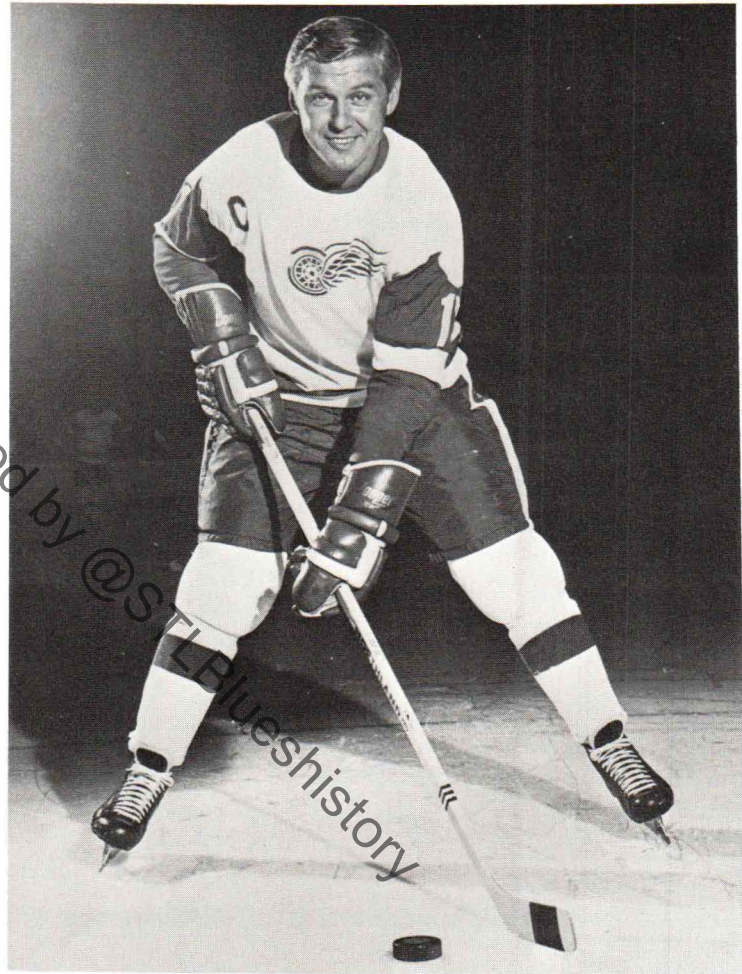
"Minutes Away From The Arena"

WITH US TONIGHT

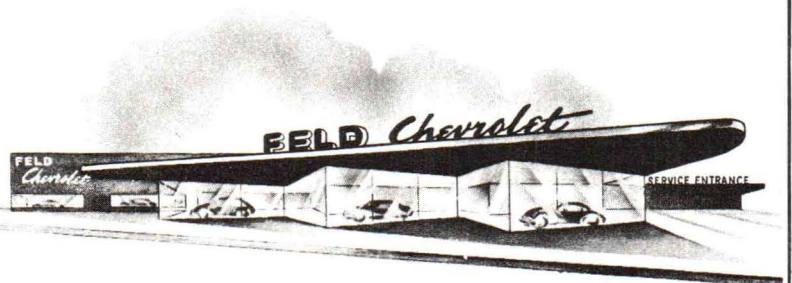


ALEX DELVECCHIO DETROIT RED WINGS

Alex Delvecchio, captain of the Red Wings, skated onto the Olympia ice the night of Feb. 25 in a game against the Blues. That particular evening he was Detroit's last link with a great past. Gordie Howe was out with an injury, Frank Mahovlich had been traded to Montreal and a former teammate, Glenn Hall, was in the nets for the opposing team. Alex has spent his entire NHL career with Detroit where he has won the Lady Byng Trophy three times, named to two All-Star teams and scored over 400 goals. He has been a Wing longer than any center in Detroit's history and finished among the NHL top ten scorers on eleven occasions. Alex has missed scoring 20 goals a season only once in ten years, that in '66-'67 when he only tallied 17, but picked up 38 assists for 55 points. His playoff record shows 104 points in 121 games, including 35 goals.



FELD
Chevrolet



7700 MANCHESTER AT LACLEDE STATION ROAD . . 645-4353 . . MAPLEWOOD, MISSOURI 63143

Tastefully Furnished Guest Rooms / all with color TV

The Dining Room

... excellent food
and superb service
... open for
breakfast, luncheon
and dinner.



The Library Cocktail Lounge

... warm, intimate
surroundings for a
before dinner cocktail
or an evening of
quiet conversation.



The Music Room

... with top rated
live entertainment
and music for
dancing nightly
except Sunday.



BRECKENRIDGE

Motor Lodge

6543 Chippewa

(just West of Watson)

For Reservations

Phone: 647-6600

● A property of Breckenridge Hotels Corporation ... also operating Ramada Inns in Southwest St. Louis County, Jefferson City and Columbia, Missouri.

"IF IT DOESN'T HAPPEN AT CHAVALA

IT WON'T HAPPEN IN ST. LOUIS."

ST. LOUIS IN-DISCOTHEQUE

featuring the sights and
sounds of the seventies, LIVE!

The girls are free at Chavala
Wednesdays and Thursdays.

SEARCH FOR MISS CHAVALA

Wednesdays and Thursdays. Win a free ten-day
vacation to Spain.

Tuesday - Saturday
361-4343



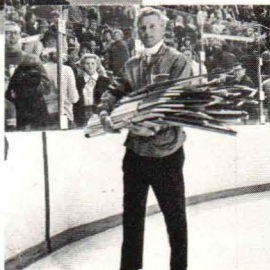
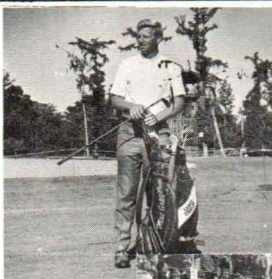
Chavala Phase III

TALENT HUNT TUESDAYS

Serious-minded singles, duos or groups who want
to work and progress in the field of entertainment.

For information call 361-4343

108 N. Kingshighway (1/2 block south of the Chase)



**Larry Ziegler—Terre Du Lac's "golf pro—
stickboy" invites you to
a sound investment in
good living**

FRED WEBERS

Terre Du Lac **LAKE-RIVER COMMUNITY**

BONNE TERRE, MO.

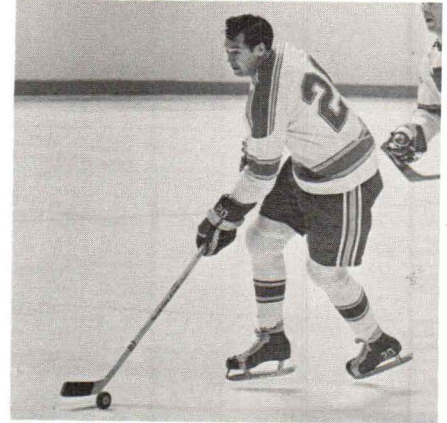


ONLY 55 MILES FROM ST. LOUIS: Take I-55 and Highway 67 to Bonne Terre, Mo.
Then Highway 47 to Terre Du Lac. Write P.O. Box 191, Bonne Terre, Mo. or call
436-0515.

AT THE ARENA

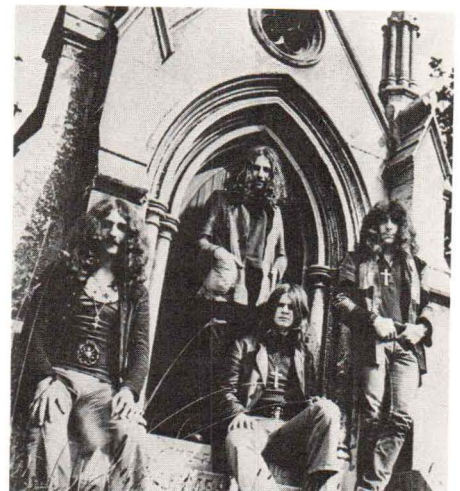


SILVER SKATES
Sunday, March 21—2 p.m.

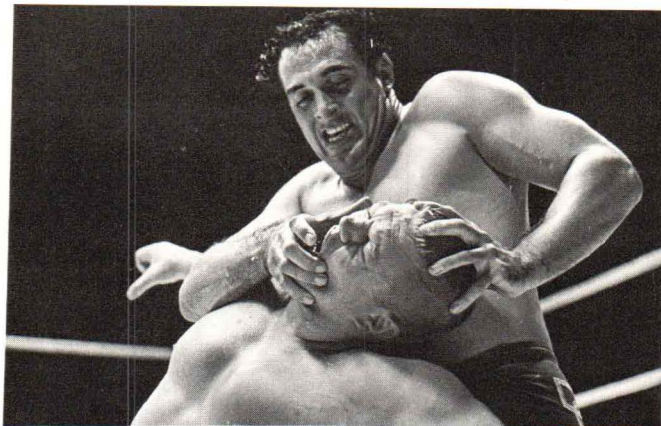


BLUES VS. LOS ANGELES
Tuesday, March 30—8 p.m.

ICE CAPADES
March 23 through 28



Black Sabbath—Sunday, March 21—
7:30 p.m. Arena Annex



WRESTLING
Friday, April 2—8:30 p.m.

SONY®

STEREO—TAPE RECORDER—TV—RADIO

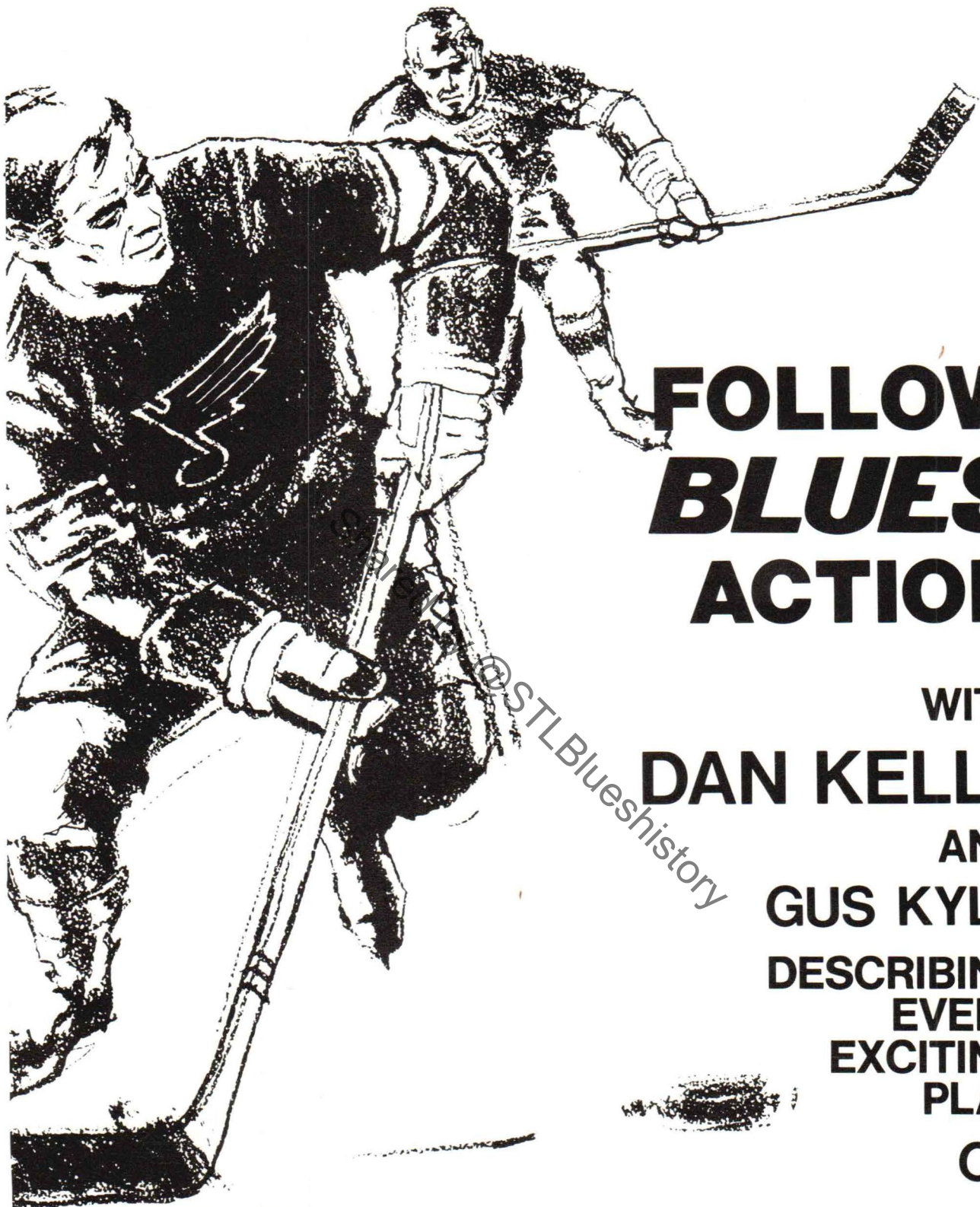


For Professional Advice: See Tom Pollak

12240 Manchester Road

2 miles west of Lindbergh in the Colonade Center

PHONE 966-5553



FOLLOW BLUES ACTION

WITH
DAN KELLY
AND
GUS KYLE
DESCRIBING
EVERY
EXCITING
PLAY
ON

KMOX RADIO



The Almost 1/2 Pound Burger

Six full ounces of lean, pure beef, prepared to perfection on our open grill, served on a man-sized roll and topped with our exclusive relishes . . . Canterbury-mayonnaise, Piccadilly-tomato relish, and Buckingham-mustard.

In addition to plain burgers, we feature cheddar cheese burgers, blue cheese burgers, side dishes, desserts, soft drinks and beer.

Visit any of our five Old English style Fatted Calfs soon and get to know the best darn hamburger in town.



3537 LINDELL AVENUE 513 LOCUST STREET 12 SO. BEMISTON ROAD 373 NORTHWEST PLAZA 923 LOCUST STREET

CUT OUT FOR THE FATTED CALF

FREE

FREE FRENCH FRIES

(or any other side dish)
with the purchase of a Calfburger

FREE

DETROIT RED WINGS

PLAYER	Hgt.	Wgt.	Place of Birth	Date	1969-70 Team	1969-70 Record		
Forwards						G	A	PTS
BERENSON, Red	6-0	190	Regina, Sask.	Dec. 8, 1939	St. Louis (NHL)	33	39	72
CHARRON, Guy	5-10	170	Verdun, Que.	Jan. 24, 1949	Montreal (NHL)	0	0	0
					Voyageurs (AHL)	37	45	82
COLLINS, Bill	6-0	178	Ottawa, Ont.	July 13, 1943	Minnesota (NHL)	29	9	38
DELVECCHIO, Alex	6-0	195	Port William, Ont.	Dec. 4, 1931	Detroit (NHL)	21	47	68
ECCLESTONE, Tim	5-10	180	Toronto, Ont.	Sept. 24, 1947	St. Louis (NHL)	16	21	37
HOWE, Gordie	6-0	206	Floral, Sask.	Mar. 31, 1928	Detroit (NHL)	31	40	71
KRULICKI, JIM	5-11	180	Kitchener, Ont.	Mar. 9, 1948	Omaha (CHL)	9	19	28
					Buffalo (AHL)	0	0	0
LECLERC, Renald	5-11	165	Ville-de-Vanier, Que.	Nov. 12, 1947	Ft. Worth (CHL)	1	2	3
					Cleveland (AHL)	16	20	36
LIBETT, Nick	6-0	180	Stratford, Ont.	Dec. 9, 1945	Detroit (NHL)	20	20	40
LUCE, Don	6-2	178	London, Ont.	Oct. 2, 1948	Omaha (CHL)	22	35	57
					New York (NHL)	1	2	3
MILLER, Tom	6-0	187	Kitchener, Ont.	Mar. 31, 1947	Omaha (CHL)	19	20	39
REDMOND, Mickey	5-11	185	Kirkland Lake, Ont.	Dec. 27, 1947	Montreal (NHL)	27	27	54
WEBSTER, Tom	5-10	175	Kirkland Lake, Ont.	Oct. 4, 1948	Boston (NHL)	0	1	1
					Okla. City (CHL)	29	35	64
Defensemen								
BERGMAN, Gary	5-11	185	Kenora, Ont.	Oct. 7, 1939	Detroit (NHL)	6	17	23
BROWN, Arnie	5-11	185	Oshawa, Ont.	Jan. 28, 1942	New York (NHL)	15	21	36
HARRIS, Ron	5-10	190	Verdun, Que.	June 30, 1942	Detroit (NHL)	2	19	21
HART, Gerry	5-9	180	Flin Flon, Man.	Jan. 1, 1948	Detroit (NHL)	0	0	0
					Ft. Worth (CHL)	2	19	21
LAJEUNESSE, Serge	5-10	185	Montreal, Que.	June 11, 1950	Montreal (OHA)	2	27	29
NIEKAMP, Jim	6-0	170	Detroit, Mich.	Mar. 11, 1946	Cleveland (AHL)	6	16	22
ROBITAILLE, Mike	5-11	195	Midland, Ont.	Feb. 12, 1948	Omaha (CHL)	12	46	58
Goaltenders						GA	SO	AVG.
EDWARDS, Roy	5-8	168	Caledonia, Ont.	Mar. 12, 1937	Detroit (NHL)	116	2	2.59
GRAY, Gerry	6-0	165	Brantford, Ont.	Jan. 28, 1948	Cleveland (AHL)	131	1	3.94
RUTHERFORD, Jim	5-8	150	Beeton, Ont.	Feb. 17, 1949	Ft. Worth (CHL)	92	1	2.68

"Best darn hamburgers in town!"



The Fatted Calf

3537 LINDELL AVENUE

513 LOCUST STREET

12 SO. BEMISTON ROAD

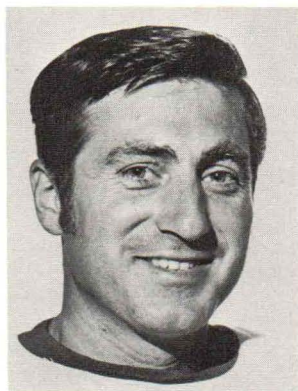
373 NORTHWEST PLAZA

923 LOCUST STREET

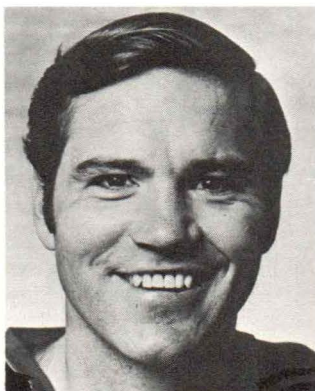


MEET THE VISITORS

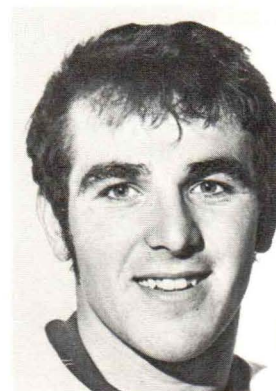
DETROIT RED WINGS



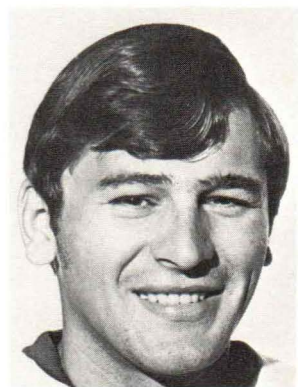
30 — ROY EDWARDS — Goal



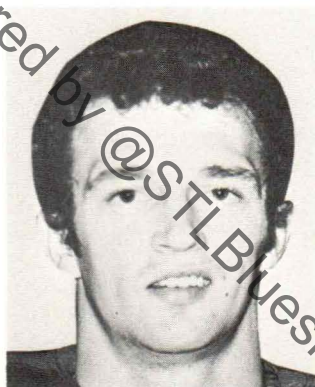
4 — LARRY BROWN — Defense



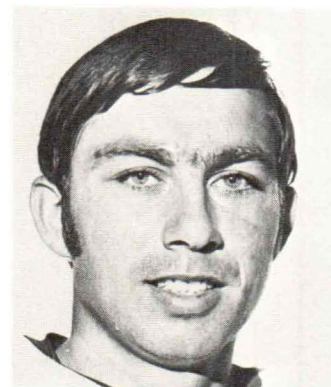
5 — SERGE LaJEUNESSE — Defense



8 — TOM WEBSTER — Right Wing



11 — DON LUCE — Center



14 — NICK LIBETT — Left Wing

PORT ST. LOUIS

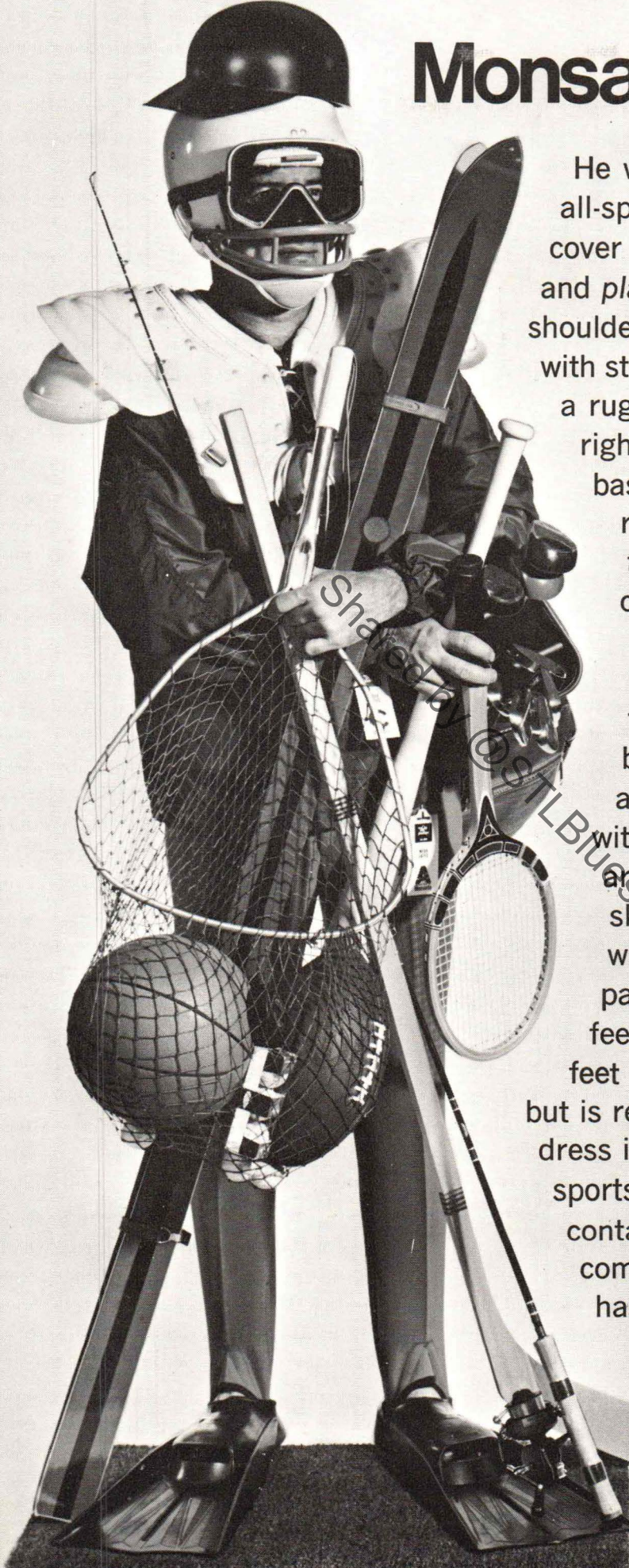
*15 N. Central
• Clayton •*



*Entertainment
PA. 7-1143*

Seafood and Steaks

Monsanto Man

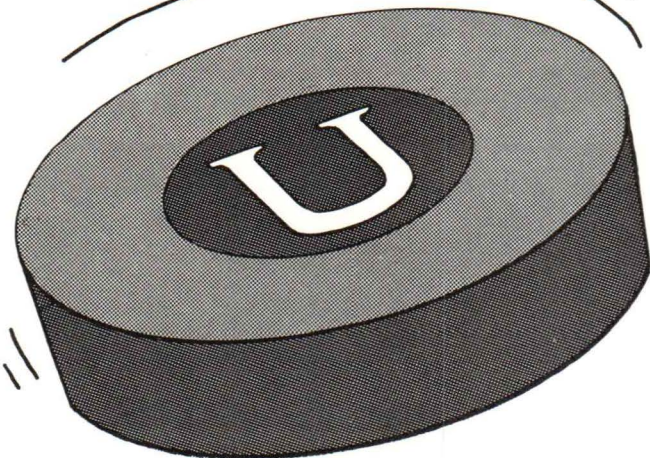


He wears the equipment of the all-sports-man. Helmets of *plastic* cover his head, and a mask of *rubber* and *plastic* protects his eyes. Over his shoulders are *plastic* football pads with straps of *nylon*, and beneath them is a rugged *nylon* windbreaker. In his right hand is a *lacquer* protected baseball bat and *nylon* tennis racquet, and on his arm hangs a *treated-leather* golf bag—which contains *rubber* gripped clubs with *nylon* inserts. His left hand grips a *rubber* handled *nylon* fishing net which contains golf balls with *rubber* centers, as well as a durable football and basketball with *rubber* bladders. Between his arms are cradled *lacquer* coated skis, hockey stick, and a fishing rod with *nylon* line. Warm Acrilan® ski pants snugly fit his legs. And on his feet are *rubber* flippers. Beneath his feet is a surface that looks like grass, but is really AstroTurf®. Although his dress is unusual, it makes the point that sports equipment of all kinds contains products that come from a company known as *Monsanto*, that has its world headquarters in St. Louis.

Monsanto

If your goal is fine printing —send in UNIVERSAL

(you'll score everytime!)



1701 MACKLIND AVE. / ST. LOUIS, MO. 63110 / 771-6900

THE ARENA

Alan Salomon

Like many athletes who have reached the pinnacle of their careers, both in amateur and professional leagues, 25-year old Tommy Litz, World's Free Style Champion and top-billed star of Ice Capades, which will open Mar. 23 at the Arena, is beginning to wonder what he's going to do with the future.

Perhaps it's the seven year itch — or the need for a new challenge to meet — or the addition of a Mrs. Litz to his life, but the handsome, super-successful skater from Hershey, Pa. is exploring ideas of a new career to pursue once his days of skating are over.

"It's not that I dislike what I'm doing," explains Litz. "I love skating and performing and have security and confidence in what I do. I think I can be as successful in business, but I have to prove it to myself."

Litz began skating at the age of 12, which is considered "old" in the world of competitive skating. His dedication and discipline to the sport paid off and five years later, the soft spoken Litz was the U.S. Junior Men's Figure Skating Champion.

At 18, he won the National Senior Men's title with a rare standing ovation and an equally rare perfect score of six from one judge. At 19, he competed as a member of the U.S., Olympic and World Figure Skating team at Innsbruck, Austria, the homeland of his grandparents. He won the World's Free Style competition before turning professional and joining Ice Capades.

When it comes to free-skating, Tommy Litz rates as one of the finest in the business. In his seven years with Ice Capades he has been as dedicated to his performances as he was during competitions. He has mastered techniques and unusual maneuvers, such as the barrel roll, which few skaters are able to exhibit. Because of his daring routines and spectacular showmanship on the ice, Litz has become a favorite of Ice Capades audiences and has many loyal fans throughout the country.

Litz' personal life has been just as successful. Giving up his bachelor status in July of 1968, Litz married one of the Ice Capets, Glenda Brenner of Kansas City. He and his vivacious wife have several ideas for their future off the ice.

They would like to own some sort of business. The personable couple are considering a "His and Her" boutique shop — or even opening a few restaurants

featuring all the little extras which are so important to travelers. There is always a good possibility that the handsome Litz might follow in the footsteps of other sports figures and enter film and TV work.

Tommy Litz has reached an exciting point in his career of professional skating. In the years to come, he will establish new goals to conquer. Whatever the determined Litz decides upon for his future, there is no doubt that he will master the challenge and be successful.

Black Sabbath is a British quartet formed in January, 1969, under the name Earth, which was changed in December of that year. The group developed its musical identity through a rigorous itinerary spanning nearly all of Europe outside of England during seven months of 1969, a period in which the foursome won followings in Belgium, Holland, Denmark, Sweden, Germany, France and Switzerland. They remained relatively unknown in England until the release of their first album, "Black Sabbath," which promptly appeared in the Top 10 charts in England, Belgium, Sweden and Germany.

The group consists of John Osbourne, who sings and plays harmonica; Tony Iommi, who plays guitar and flute; bassist Geezer Butler, and Bill Ward, the drummer. All four come from Aston, the rough, downtown area of unfashionable Birmingham. Their music is tough and is an honest reflection of their background. Black Sabbath, along with J. Geils Band will appear at the Arena Annex tomorrow at 7:30 p.m.

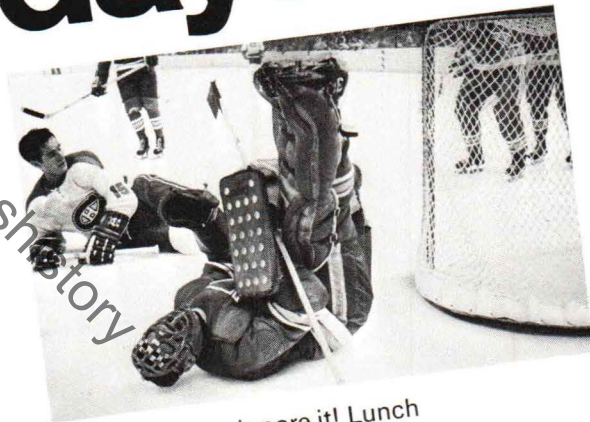


BLACK SABBATH



J. GEILS BAND

having one of those days?



Don't fight it — ignore it! Lunch starts at 11 . . . cocktails at 4 . . . live music at 5 and, before you know it, it's tomorrow and there's a whole bright, new world waiting just for you.

THE RED ONION

an eating and drinking establishment
220 Mansion House Center
621-7650

Ask about the Red Onion Express
to all Blues games.

**ONE-STOP
BANKING**

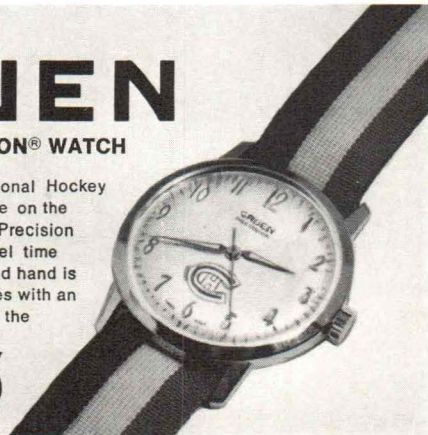
**1st
NATIONAL BANK
OF CLAYTON**

7707 FORSYTH BLVD. • 862-8300 • MEMBER F.D.I.C.
IN THE PIERRE LACLEDE CENTER

GRUEN

THE PRECISION® WATCH

Now you can get the National Hockey Team crest of your choice on the dial of a Gruen 17 jewel Precision watch. This stainless steel time piece, with sweep second hand is water resistant and comes with an adjustable nylon strap in the team's colors.



Official Watch of the National Hockey League



**RAWLINGS OFFICIAL
NHL PRACTICE PUCK**

FREE!

**WITH PURCHASE OF
GRUEN HOCKEY WATCH**

For information write:


THE GRUEN WATCH COMPANY
20 West 47th Street, New York, N.Y. 10036

The
**Sheraton-
Airport Inn** 

North Lindbergh at Interstate 70

presents

**"An
International
Adventure"**

Jacques'

**Old World
Restaurant and Pub**

**Entertainment and Music For
Dancing In the Pub Nightly**

5 Banquet rooms for all occasions up to 300

**Tastefully furnished guest rooms for
your visiting friends and business
associates**

**For details
call:
731-3600**

BARKLEY BUILDS IN HIS OWN IMAGE

BILL BRENNAN/Detroit News

If Doug Barkley wants to build the Detroit Red Wings in his own image, it's not egotism.

Young and tough himself, the 34-year-old coach wants his Red Wings the same way.

The Wings, in a series of trades launched by General Manager Ned Harkness, now have the youth. Barkley's job is to weld a tough team.

It's a rebuilding job that faces Barkley, who is the youngest coach in the National Hockey League. But rebuilding is nothing new to the tall former Red Wing defense star. He was forced to rebuild his own career when a hockey accident cost him the sight of his right eye in January, 1966.

Although the Red Wings have missed the playoffs this season for the fourth time in five years, there was little Barkley could do about it. When he arrived in Detroit it was already too late.

A front office upheaval led to the promotion of the young coach. Following his accident, Barkley served as an administrative assistant to General Manager Sid Abel for three years and then a year ago was named coach of the Wings' Central Hockey League farm club at Fort Worth. In his first season at Fort Worth he guided the club to a fourth-place playoff finish, but went down to defeat in the first series.

He was again at Fort Worth as coach at the beginning of the current season while Harkness, who had a successful Ivy League career as coach at Cornell University, was behind the bench for the Red Wings. Harkness had been hired away from Cornell by team owner Bruce Norris and Red Wing executive director Jim Bishop last April.

The Wings, third-place finishers in the East Division just four points out of first place last season, stumbled from the start under Harkness.

The front office was in turmoil and hardrock center Pete Stemkowski was traded to the New York Rangers for rookies Larry Brown and Don Luce. Veteran defenseman Bob Baun was released on waivers and finally arrived with the Toronto Maple Leafs after passing through Buffalo and St. Louis.

Finally in early January, Abel had had enough. He severed 30 years service with the Red Wings as player, coach and general manager by resigning as GM. That was on Jan. 6. Two days later Harkness was promoted from coach to general manager and Barkley was brought up from Fort Worth. He had the title of interim coach for one game—a 3-2 victory over Buffalo—and then Norris gave him the coaching job on a permanent basis.

Barkley's arrival had a soothing effect on the troubled Red Wings. He restored order on the confused bench and the Wings, who had been yielding goals by the ton, tightened up defensively.

And on occasions, the Wings played it tough. In a game with the Van-

couver Canucks at Olympia in late January, the Wings staged a third period brawl that brought 124 minutes in penalties. It was the first time in years that the Wings had emptied their bench in a brawl and Barkley was delighted.

But while the Wings were playing it tougher, Harkness was launching what he described as a three-year rebuilding program. Like a jet-powered broom, the new general manager was cleaning house with wholesale trades.

Frank Mahovlich, a 400-goal scorer, was the first to go. He was traded to the Montreal Canadiens and the Wings, in return, obtained three players—Bill Collins, Mickey Redmond and Guy Charron.

Then Bruce MacGregor, another Detroit veteran, was peddled to the defensemen Arnie Brown and Mike Robitaille and rookie left winger Tom Miller.

The dust from this trade had hardly settled when Harkness stunned everyone by trading young Garry Unger, a 42-goal scorer the

(Continued on page 52)



Doug Barkley



Ned Harkness

HE PROVIDES THE HORSES

FROM MONTREAL

John Robertson

You look at the NHL standings and you see where the East Division has won 121 games against the West Division and lost 90 — and your first inclination might be to say that parity is closer than it has ever been.

But this is true only in the sense that the transfer of Chicago to the West and the insertion of Vancouver and Buffalo in the East, has indeed given the West a veneer of respectability.

Now let's go back to the original

concept of parity — which was the degree of improvement the six new clubs who entered the league in 1967, were to show as the ability gap slowly narrowed between them and the original six.

To do this accurately, you have to compare the respective records as applied to last year's two-division setup, which means that Chicago would be aligned with the other five original established clubs, and the other six West Division teams, circa 1967, would be on the

other side of the ledger. The records thus would not be included.

In 1967-68, the first year of expansion, the six new clubs won 40 interlocking games, lost 86 and tied 18, for a 34.03 percentage. In 1968-69, playing 216 games against the East, the new clubs won 51, lost 129 and tied 36 for 31.94 percentage. Last year, the parity gap widened still further, with the West winning only 41, losing 133 and tying 42, for a 28.70 percentage. of Vancouver and Buffalo this year

(Continued on page 45)

THE LAND OF THE MIDNIGHT SUN THE PLACE TO PLAY HOCKEY



Yes, I am very interested in becoming a member of the Scandinavian summer hockey schools and in going to Finland this summer. Please send more information to-day to

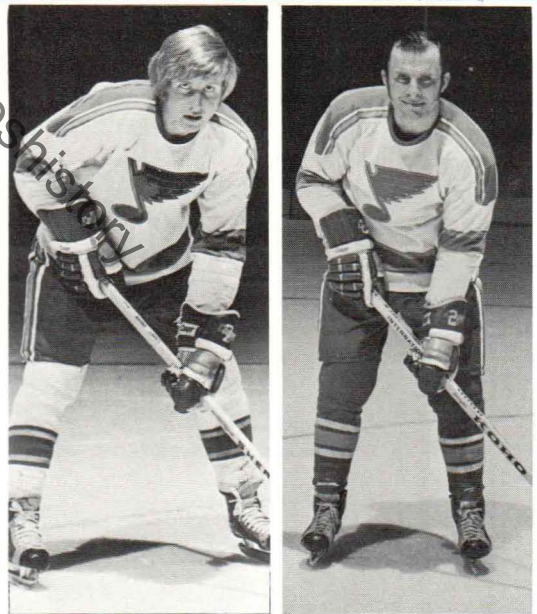
NAME _____ PLEASE PRINT _____ AGE _____

ADDRESS _____

CITY _____ STATE/PROV. _____ ZIP _____

SCANDINAVIAN SUMMER HOCKEY SCHOOLS
IN CANADA: 1111 FINCH AVE. W., SUITE 25, DOWNSVIEW,
ONTARIO

IN U.S.A: 1 NORTHLAND PLAZA, SUITE 806, SOUTHFIELD,
MICHIGAN, 48705



YOUR BOY PLAYS HOCKEY. HOCKEY IS NOW PLAYED AROUND THE WORLD. LET HIM GO TO SCANDINAVIA THIS SUMMER. LET HIM SEE A DIFFERENT LAND OF LAKES AND TREES. LET HIM SEE ANOTHER WAY OF LIFE. LET HIM PLAY HOCKEY IN FINLAND THIS SUMMER. LET HIM PLAY WITH GARRY UNGER, CARL BREWER AND JIM MCKENNEY. AND MEMBERS OF FINLAND'S NATIONAL TEAM AND FINNISH BOYS HIS AGE. LET HIM HAVE THE TIME OF HIS LIFE. LET HIM GO TO FINLAND. LET HIM SEE THE LAND OF THE MIDNIGHT SUN.

Introducing the other Swedish pastime. The bourbon smoke.



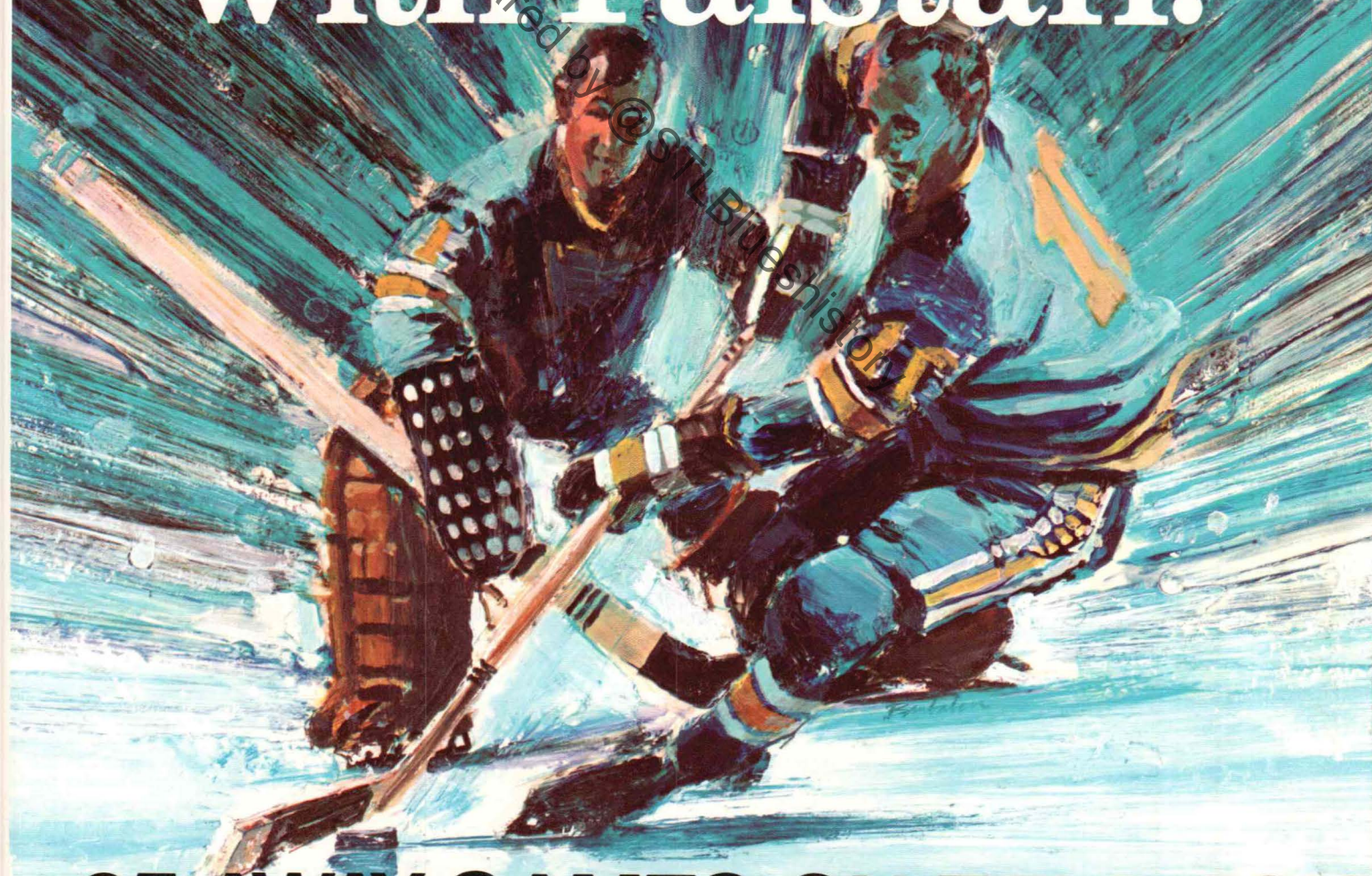
Good Kentucky bourbon is about as American as you can get. Yet it took the Swedes to discover that bourbon can actually soften the taste of pipe tobacco. Soften, yes, but not mask. Add flavor but not disguise it.

They put bourbon into Borkum Riff. The result: a unique, definitely rich smoke that won't bite.

You'll like it. Borkum Riff the bourbon smoke. From Sweden where blondes were invented.

Distributed by United States Tobacco Company

for fans who
really like it
follow the Blues
on Channel 11
with Falstaff.



25 AWAY GAMES ON TELEVISION

Saturday, March 20, 1971

St. Louis Blues



General Manager
and Coach
SCOTT BOWMAN

Trainer
TOM WOODCOCK

Asst. Trainer
GORDON MARCHANT

ST. LOUIS BLUES

No.	Player	Pos.	GP	GA	SO	AVG.
1	GLENN HALL *	G	30	66	2	2.38
31	ERNIE WAKELY **	G	45	120	3	2.83
	* 1 assist					
	** 2 assists					
		Pos.	G	A	PTS	PIM
2	CARL BREWER	D	1	5	6	23
3	AL ARBOUR (Capt.)	D	0	2	2	6
4	NOEL PICARD	D	2	6	8	95
5	BOB PLAGER	D	1	15	16	83
6	JIM ROBERTS	D	10	15	25	77
7	GARRY UNGER	C	23	25	48	92
8	BARCLAY PLAGER	D	4	20	24	152
9	FRANK ST. MARSEILLE	C/RW	16	27	43	26
10	GEORGE MORRISON	LW	14	9	23	6
12	TERRY CRISP	C	4	11	15	15
14	WAYNE CONNELLY	RW	12	25	37	21
15	BILL MC CREARY	LW	9	10	19	16
16	CRAIG CAMERON	RW	14	6	20	30
17	JOHN ARBOUR	D	1	6	7	72
18	BRIT SELBY	LW	1	4	5	21
19	JIM LORENTZ	C/LW	17	17	34	34
21	CHRIS BORDELEAU	C	17	29	46	46
22	BILL SUTHERLAND	LW	16	18	34	41
23	ED PLAGER	D	0	3	3	41
26	FRAN HUCK	C	8	6	14	16



General Manager
NED HARKNESS

Coach
DOUG BARKLEY

Trainer
LEFTY WILSON

Asst. Trainer
DAN OLESEVICH

DETROIT RED WINGS

No.	Player	Pos.	GP	GA	SO	AVG.
1	JIM RUTHERFORD	G	24	77	1	3.85
30	ROY EDWARDS	G	37	119	0	3.39
	GERRY GRAY	G	4	16	0	4.80
	* 2 penalty minutes					
		Pos.	G	A	PTS	PIM
2	GARY BERGMAN	D	8	22	30	127
3	JIM NIEKAMP	D	0	1	1	8
4	ARNIE BROWN	D	4	18	22	46
5	SERGE LAJEUNESSE	D	2	3	3	40
7	RED BERENSON	C	19	38	57	12
8	TOM WEBSTER	RW	27	34	61	34
9	GORDIE HOWE	RW	22	27	49	32
10	ALEX DELVECCHIO					
	(Capt.)	C	18	34	52	6
11	DON LUCE	C	3	11	14	16
12	TOM MILLER	C	0	5	5	9
14	NICK LIBETT	LW	16	13	29	25
15	RENALD LECLERC	RW	8	7	15	25
16	RON HARRIS	D	2	8	10	65
17	TIM ECCLESTONE	RW	17	32	49	43
18	GERRY HART	D	2	7	9	131
19	JIM KRULICKI	C	0	3	3	6
20	MICKEY REDMOND	RW	19	23	42	37
21	MIKE ROBITAILLE	D	5	6	11	27
22	BILL COLLINS	RW	11	18	29	45
23	GUY CHARRON	LW	10	5	15	6



NHL Officials — See Page 65





The smoothest whisky ever to come out of Canada!

Windsor. The elegant, sipping-smooth Canadian that's changing thousands of Americans' ideas on the whisky to serve. Why? 🏴 Only Windsor is custom-distilled in small batches, from hardy Canadian prairie grains and pure, clear glacial water. And aged in Canada's dry, mile-high Rocky Mountain air. 🏴 Yet this elegant Canadian costs no more than many popular domestic whiskies. Because we import Windsor, then bottle it here. 🏴 No matter what your usual whisky—rye, Bourbon, Canadian—you'll find nothing matches the smoothness and the flavor of Windsor Supreme Canadian. 🏴 In fact, so many people have already discovered this about Windsor, we can't make enough for everybody. Which is why we can't yet supply our unique whisky everywhere. 🏴 But every month more Windsor becomes "of age." So before long, you'll be able to enjoy it wherever you live.

(Continued from page 40)

So we had a situation, going into this season, whereby the six newer clubs had been able to win only one more game, 42, than they did two seasons prior, while losing 47 more times.

Obviously drastic action was needed, so the NHL governors decided to move Chicago West and put Vancouver and Buffalo in the East, to see if that wouldn't even things up.

But the burning question still is: What about the other six West Division teams? Are they any closer at all, in their fourth year of operation, to the old established six, than they were in 1967-68.

The answer is: No. The parity gap is worse than it was in that first year. The six (circa 1967) clubs had won only 41 of these interlocking games while losing 114 and tying 31. In the first season, as mentioned, the same six won 40 and lost only 86, while tying 18. And this, despite the fact that Detroit has deteriorated beyond the level of every one of the six except California.

To give you a more specific idea of what those six West Division clubs have been up against in games versus the upper echelon, to date this year Boston is 27-4-3, New York is 22-6-6, Montreal is 20-6-7 and Chicago is 20-8-4. This should give you a pretty good idea why fans in the aforementioned cities can't get too excited when any of the six, except St. Louis, come into town.

The next question you ask yourself is, how is the parity gap going to narrow further?

Certainly not through the existing amateur draft setup. The "have-nots" are in pretty grim shape as far as future draft choices are concerned.

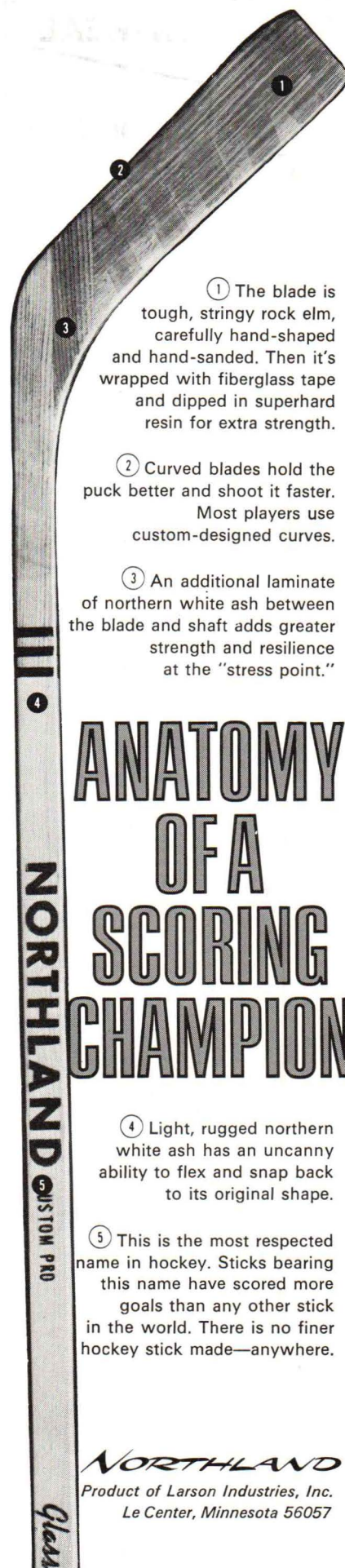
The Canadiens have a total of 10 first round draft choices over the next three years. The six western clubs we speak of today have only nine first-round choices between them during that same span—and St. Louis has four of these. The real tragedy is that the three worst teams in the West have the least to look forward to. Pittsburgh has only one top draft choice in the next three years and Los Angeles and California—the teams Clarence Campbell is mostly concerned about now—have none.

To make matters a little more dicey, Buffalo and Vancouver have all of theirs intact—and thus stand to gain ground in the area of acquiring new prospects.

Boston, at the top of the heap, has five top choices in the next three years. And the other East Division clubs, plus Chicago, have all theirs intact.

So unless someone in high places has mercy on them, Los Angeles and California won't get a crack at a top-ranked prospect until 1974. Since there is no way you can make past deals retroactive, the only thing the league can do is live with it.

The moving of Chicago to the West Division, which they lead by a country mile, didn't really help anyone. As a matter of fact it detracted considerably from the East Division race. As things stand now, the four East playoff positions were all but decided by the half-way mark in the schedule. But with Chicago in the East, Montreal would now be trying to ward off Toronto in the battle for the fourth and last playoff slot. Meanwhile, back in the old West Division, the record shows that collectively the 1967 expansion teams are worse off than they were in their first year of operation.



① The blade is tough, stringy rock elm, carefully hand-shaped and hand-sanded. Then it's wrapped with fiberglass tape and dipped in superhard resin for extra strength.

② Curved blades hold the puck better and shoot it faster. Most players use custom-designed curves.

③ An additional laminate of northern white ash between the blade and shaft adds greater strength and resilience at the "stress point."

ANATOMY OF A SCORING CHAMPION

④ Light, rugged northern white ash has an uncanny ability to flex and snap back to its original shape.

⑤ This is the most respected name in hockey. Sticks bearing this name have scored more goals than any other stick in the world. There is no finer hockey stick made—anywhere.

NORTHLAND
Product of Larson Industries, Inc.
Le Center, Minnesota 56057



SOUTHWEST BANK

Kingshighway at Southwest • Phone: 776-5200
Member: F.D.I.C. and Federal Reserve System

LT. ROBERT E. LEE

SEA FOOD RESTAURANT

ST LOUIS LEVEE

REUBEN'S

STEAK & LOBSTER

COCO'S

FAMOUS HAMBURGERS

OLIVE STREET & HWAY 244

CREVE COEUR

ENTERTAINMENT NIGHTLY



C. Sansone

TELEPHONE: 426-3322

CONCRETE CONTRACTORS INC.

1560 FAIRVIEW AVE. • ST. LOUIS COUNTY MO., 63132



STATISTICS

TOP TEN SCORERS IN THE N.H.L.

(Up to March 15, 1971)

PLAYER	TEAM	GOALS	ASSISTS	POINTS
P. ESPOSITO	Bos.	61	69	130
ORR	Bos.	35	92	127
BUCYK	Bos.	48	53	101
HODGE	Bos.	40	56	96
B. HULL	Chi.	40	45	85
ULLMAN	Tor.	30	48	78
CASHMAN	Bos.	20	50	70
KEON	Tor.	34	35	69
MC KENZIE	Bos.	25	42	67
TKACZUK	N.Y.	23	43	66

TOP TEN GOALIES IN THE N.H.L.

(Up to March 15, 1971)

GOALIE	TEAM	MINUTES	GOALS AGST.	AVGE
PLANTE	Tor.	2229	72	1.93
GIACOMIN	N.Y.	2341	81	2.07
VILLEMURE	N.Y.	1799	66	2.20
JOHNSTON	Bos.	2040	78	2.29
T. ESPOSITO	Chi.	2863	112	2.34
HALL	St. L.	1601	64	2.39
DESJARDINS	Chi.	1217	49	2.41
WORSLEY	Minn.	1189	48	2.42
VACHON	Mtl.	2523	109	2.59
FAVELL	Phil.	2254	101	2.68

Dividends on all savings accounts are COMPOUNDED DAILY and PAID QUARTERLY.

Basic Annual Dividend Rate

5.25%

Notice Passbook

Effective annual yield when daily compounded dividends remain in account

5.39%

6.00%

TWO TO FIVE YEAR
Savings Certificates
\$5,000 MINIMUM

6.18%



Established 1922

Missouri Savings Association

3 CONVENIENT
LOCATIONS
TO SERVE YOU

SOUTH 5006 Hampton Ave.
St. Louis, Mo. 63109
VE. 2-6600

WEST 10 North Hanley Rd.
Clayton, Mo. 63105
VO. 2-3300

NORTH 7517 North Lindbergh
Elm Grove Shopping Center
Hazelwood, Mo. 63042
TE. 8-3200

SAVINGS ACCOUNTS INSURED UP TO \$20,000 BY FS LIC

NHL STANDINGS

(Up Thru March 18th)

West Division

	Won	Lost	Tied	Points
Chicago.....	44	17	9	97
BLUES.....	29	24	17	75
Minnesota.....	26	30	15	67
Philadelphia.....	26	30	13	65
Pittsburgh.....	20	32	18	58
Los Angeles.....	21	36	12	54
California.....	18	47	5	41

East Division

	Won	Lost	Tied	Points
Boston.....	53	10	7	113
New York.....	44	15	11	99
Montreal.....	36	21	13	85
Toronto.....	34	30	6	74
Buffalo.....	20	37	13	53
Detroit.....	20	39	10	50
Vancouver.....	19	42	7	45

Follow the Billikens at the Arena 1971 - 72

St. Louis University HOCKEY

FOR INFORMATION
CALL: 535-3300 EXT. 348
WRITE:
ST. LOUIS U.
Athletic Department
3672 West Pine
St. Louis, Mo. 63108

*FAST,
AGGRESSIVE,
SPIRITED
ACTION!*

College Hockey
Has Developed Such Stars As
GEORGE MORRISON
TONY ESPOSITO
KEITH MAGNUSON

**SEE THESE TOP COLLEGIATE TEAMS
NEXT SEASON**

NEW HAMPSHIRE

PROVIDENCE

CORNELL

BROWN

DARTMOUTH

**AND THE BIG HOME OPENER NOVEMBER 12 VS. OHIO STATE
PLUS THE ARENA HOLIDAY HOCKEY TOURNAMENT.**

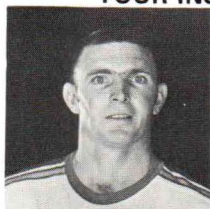
YOUR SON CAN LEARN HOCKEY FROM THE BLUES... AND DEVELOP THE BLUES WINNING SPIRIT!

ST. LOUIS BLUES HOCKEY SCHOOL

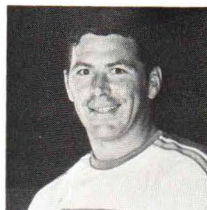
St. Louis Blues Winterland Ice Arena

11443 St. Charles Rock Road

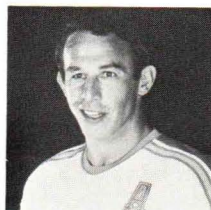
YOUR INSTRUCTORS



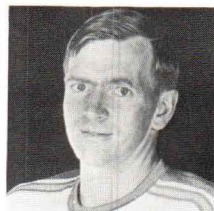
BILL McCREARY



NOEL PICARD



JIM ROBERTS



RED BERENSON

Phone: 739-0867

THREE BIG SESSIONS

July 6-17/July 19-30/August 2-13

Boys 6-17 May Enroll
Each Student Must Furnish Own Equipment
\$100 PER TWO-WEEK SESSION
Three hours of instruction per day
Guest appearances by other Blues stars
Playoffs under actual game conditions
Expert instructional films
Trophies and Crests
Bus Service (Optional — \$10.00)

ATTENTION PARENTS!

You can skate with your children during your two-week enrollment period. You may skate at a special private skating period from 7 p.m. until 8 p.m. Monday thru Friday and also at the public session from 8 p.m. until 10 p.m., Monday thru Friday. That's three big hours a day of free skating for you and your children.

FOR YOUR HOCKEY NEEDS

Geisler-Jorgen Winterland Hockey Shop
Complete Line of Hockey Equipment
Skates—Sticks—Pads—Gloves—Helmets

For Brochure and application blank write:

ST. LOUIS BLUES HOCKEY SCHOOL
WINTERLAND ICE RINK
11443 ST. CHARLES ROCK ROAD
BRIDGETON, MO. 63044



LUMS RESTAURANT

OUR SPECIALTY

U.S.D.A. CHOICE

ROAST BEEF SANDWICHES

WE CORDIALLY INVITE YOU TO ENJOY A FROSTY GLASS OF DRAFT BEER.

LUM'S FAMILY RESTAURANT

"THE ONE PLACE DAD WANTS TO GO"

HAMPTON & WILSON (1 MILE ON HAMPTON SOUTH OF THE ARENA)

OR ANY OF THESE

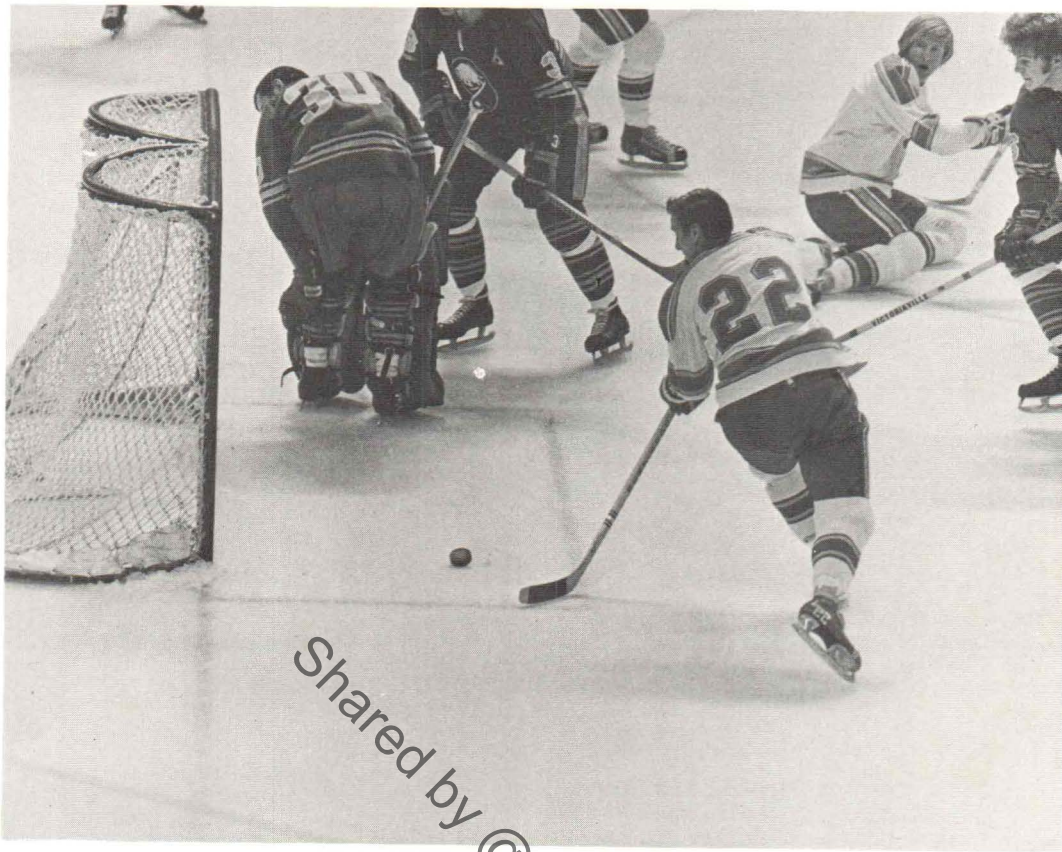
OTHER LUM'S LOCATIONS

716 Manchester
10115 Camp Jackson Rd.
9779 St. Charles Rock Rd.
11686 Gravois Rd.



7328 S. Lindbergh Blvd.

600 Pine
9000 Riverview Dr.
7918 Watson Rd.
700 S. Hwy. 140



Suds knows where the puck and net is.

If you have a drug problemcall NASCO

THE NARCOTICS SERVICE
COUNCIL OF SAINT LOUIS

CITY CENTER • 2305
ST. LOUIS AVE 241-4310

NASCO WEST • 7100
OAKLAND AVE 647-5444

THE BEST IN
CUSTOM TAILORING

Falcone
Borelli

862-7895
8229 MARYLAND
CLAYTON, MO. 63105

432-2517
11268 OLIVE ST. RD.
ST. LOUIS, MO. 63141



*the banks
with the
Money
Machine . . .*



AMERICAN NATIONAL BANK

6639 SOUTH KINGSHIGHWAY

BRENTWOOD BANK

1401 SOUTH BRENTWOOD

CITY BANK

4981 WEST PINE BLVD.

Members FDIC

JOE RIZZO'S

Top of Tower

RESTAURANT

9953 LEWIS & CLARK BLVD.
(HWY. 67) 1 MILE SO. INTER. 270
PHONE NO. 869-3500

- Famous Spinning Salad
- Succulent Prime Rib
- Char-Broiled Steaks
- Superb Seafood



Entertainment 9 P.M. to 1 A.M. Nightly
FEATURING THE TONY CONNORS DUO



THE HOBBY SHOP

Craftsmen in Quality
Leather Apparel

8703 Sierra

One block So. of
Westroads

Mon. - Sat. 11:00 - 7:00
Phone (314) 727-1943

SINCE 1898

KIRN SIGNS

2739 WASHINGTON BLVD.
ST. LOUIS, MO. 63103

Let Kirn Signs
make your
location a
landmark in
your city.

Call
533-3410
for complete
sign service.

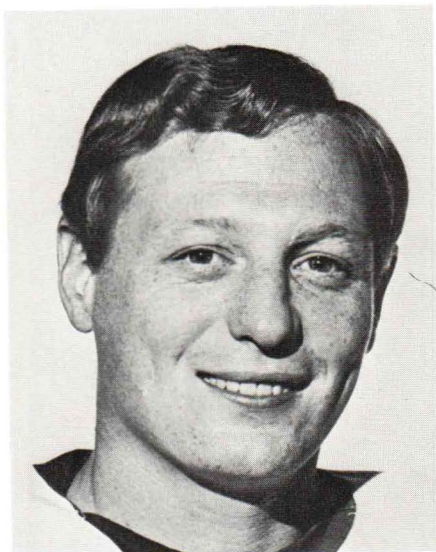


Oh, it has a run!

(Continued from page 39)

previous season, to the St. Louis Blues along with Wayne Connelly for Red Berenson and Tim Ecclestone.

This trade was followed with another New York deal. This time



Bruce MacGregor
AMONG THE FIRST TO GO

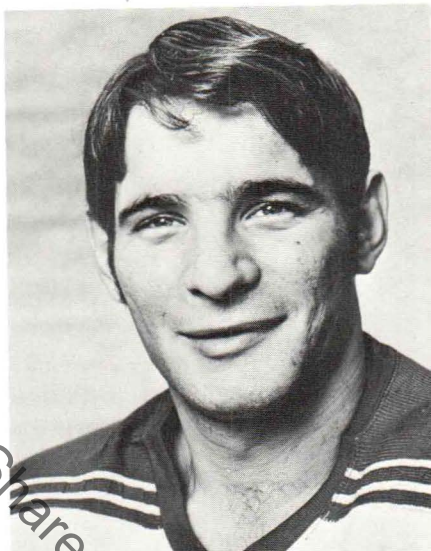
veteran defenseman Dale Rolfe went to the Rangers for rookie Jim Krulicki. Also at this time Carl Brewer, the All-Star defenseman who had retired on the Wings just prior to the start of the season, agreed to go with the Blues. The Wings, reportedly due to get two players from St. Louis, are still awaiting payment on this transaction.

This mass movement of players plus a parade of injuries did not make Barkley's job any easier and while the Wings were playing a more exciting brand of hockey, they have not been winning.

"It's next year we are looking to

now," said Barkley, who concedes that the Wings are in the position where they are now running a training camp.

"We must find out before the June meetings what we have," he explained.



Mike Robitaille

Barkley promises one thing next season.

"There will be competition for jobs," he said. "That was the problem with this year's team. It was cut and dried at training camp. There was no competition for jobs."

Looking to his fall's training camp, Barkley's interest naturally centers on defense, an area that has been weak with this season's edition of the Wings.

"There are probably only two jobs nailed down on defense for next year's team," he said. "That's by (Garry) Bergman and Brown. All other jobs are open... even up front."

Barkley knows what it is like to fight for a job himself. He was lost in the minor league system of the Chicago Black Hawks until Abel rescued him prior to the start of the 1961-62 season by trading John McKenzie (now with the Boston Bruins) and Len Lunde to the Black Hawks.

In his rookie year with the Wings, Barkley almost won the Calder Trophy. He missed out by two tenths of a point in the closest race in the history for the Calder, which goes to the league's top rookie. Kent Douglas, then with the Toronto Maple Leafs, won it and it was the first time a defenseman had ever taken the Calder.

Barkley, with a heavy slap shot and a talent for hard checks, was emerging as an All-Star when his career ended abruptly on Jan. 30, 1966 in a game with the Chicago Black Hawks at Olympia. The stick of Doug Mohns accidentally hit him in the eye, costing him the vision and his career.

"I was bitter for awhile," Barkley admits. "When I started to scout for Sid after the accident, I would watch the games and think to myself, 'I'm better than that guy... or I can do things better than that defenseman.'"

"Later, in training camp, I found they were growing bigger and stronger and 'Hey, maybe things have changed.' Now I don't think about my accident."

Now Barkley thinks of one thing. Restoring the Wings to the ranks of the winners and making the playoffs. The tall bachelor will probably do it.



*In an old world atmosphere, you'll find delectable pastries,
fine ice creams, sandwiches and beverages*

Entertainment tues.-wed.-thurs.

Hours: tues.-wed.-thurs.
-7:00 pm - 1:00 am

fri.-sat.-7:00 pm - 2:30 am
sun.-7:00 pm - 12:00 am

113 W. Argonne Drive At Kirkwood Rd. across from Railroad Station TA 2-1916

JIM LORENTZ

(Continued from page 23)

shape because I thought I could play at a heavier weight this year," Lorentz said. "But now I've lost about 15 pounds and I'm feeling a lot better.

"And learning to concentrate on defense was something new for me. In Boston nobody kept plus-and-minus charts on how many goals you scored compared to how many you allowed. The whole thing was offense."

Shifting to left wing has been difficult for Lorentz, who says he doesn't have enough ability to make such a change without problems.

"I'm not a quick starter and on the wing you often get the puck when you're standing still, he explained. "At center you're always moving, chasing the puck.

"I don't have enough ability that I can get by without working hard all the time. But you can make amends for a lack of ability and get the job done through hard work."

Jim especially likes to get the job done against his former Boston teammates.

"I think it's only natural to bear down a little harder against the team that traded you," Lorentz said. "You want to show them that maybe they made a mistake in letting you go."

But winning against Boston is not his only goal. He wants to win every game.

"From the day you report to training camp, you have to work toward winning the Stanley Cup," Jim said. "That's what the whole season is about."

Lorentz is certain his biggest hockey thrill will be playing a major role in bringing the Stanley Cup to St. Louis. So far his biggest thrills have been last year's championship season at Boston and a goal he scored for Oklahoma City in a big Central Hockey League playoff game two years ago.

"We were losing to Tulsa, three games to two, when I scored a goal in overtime to tie the series and we went on to beat them. That was a pretty big thrill."

Next to finding a male wood duck, of course.

**Come see
the
1971 Hornet,
Ambassador,
Matador, Javelin,
Sportabout and Gremlin
at these
American Motors
dealers.**

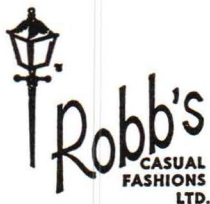
Charles Johnson Motors, Inc.
10100 W. Florissant Ave.
Dellwood, Mo.

Ben Lindenbusch, Inc.
3637 South Kingshighway
St. Louis, Mo.

DiSalvo's, Inc.
7701 Manchester Ave.
Maplewood, Mo.

Tom Smith Rambler, Inc.
5926 South Lindbergh Blvd.
Mehlville, Mo.

University American, Inc.
8366 Olive Blvd.
University City, Mo.



May we pamper you?

Discriminating young-minded women select their "up to the minute" wardrobes at Robb's; where quality and personal service prevail.

PA. 1-4565

8129 FORSYTH

CLAYTON, MO. 63105





TRADER\$ GUIDE

2500 39th AVE. N.E. • MINNEAPOLIS, MINNESOTA 55421

Dear Hockey Fan:

Are you interested in learning if you could make money in the stock market without having to take any risks while you are learning -- or do you already own stocks and would you like to receive inexpensive professional advice?

If you are interested in learning more about investing, a TRADER\$ GUIDE subscription could be of great value to you. The TRADER\$ GUIDE recommends which stocks to buy, tells you why they should be bought, and even tells you when to buy them. In addition, it tells you when to sell stocks, why they should be sold, and even shows the price changes which have taken place so that you can develop and test your investment judgement without having to risk your own money until you are confident that you will be successful.

The TRADER\$ GUIDE also teaches you the rules that professional stock traders use to avoid taking large losses and to allow large profits to be made when stock prices rise rapidly. You'll learn about profit taking and when to take profits. You will also see the effects of short-term price swings and will learn how to use them to your advantage. You can determine for yourself if a series of well timed short-term investments would be more profitable than a single long-term investment. We will show you when to buy and when to sell to time your short-term investments.

When you are satisfied that you can invest successfully, you can use the very same TRADER\$ GUIDE service to guide your investment program, because we continually evaluate and select those stocks which we believe will rise the most in value over the near-term. We also study general stock market and economic conditions daily in order to determine actual market trends.

In order to take advantage of this low-cost investment advisory service, send ten dollars, check or money order, now to TRADER\$ GUIDE, 2500 39th Ave., Northeast, Minneapolis, Minnesota 55421 for your six-week guest subscription. We are registered with the Securities and Exchange Commission as an Investment Advisor, and your subscription cannot be assigned by us to anyone else without your consent. No salesmen will call on you, and we do not allow anyone else to use the names of our subscribers for any reason whatsoever.

Send for your six-week guest subscription now and learn to be a successful professional investor.

Cordially,

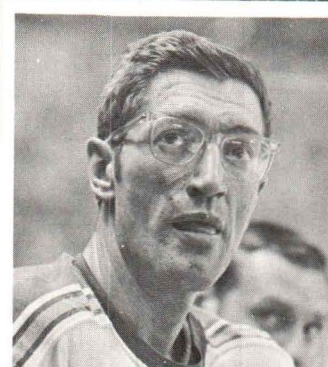
R. T. Mc Ardell
TRADER\$ GUIDE

RTM:mm

BLUES' FAMILY ALBUM



Blues' defenseman Al Arbour with wife Claire, daughters JoAnne 14, and Julie 4 and son Jay, 12



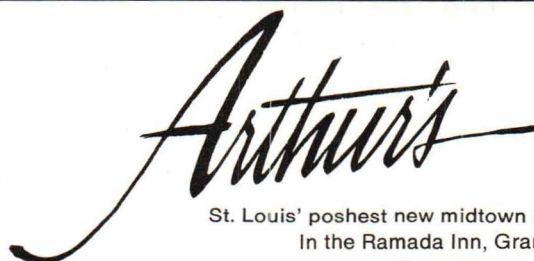
Schneithorst's Restaurants

Fine food since 1917

Hofamberg Inn

Elegant dining in an old world Bavarian atmosphere
Lindbergh and Clayton Roads • 993-5600

Complimentary bus transportation to all games



St. Louis' poshest new midtown restaurant
In the Ramada Inn, Grand Avenue
at Forest Park • 371-6161

Schneithorst's in the Holiday Inns

South

Lindbergh and Watson Road
821-3000

Midtown

4483 Lindell
535-9600

West

I-270 at St. Chas. Rk. Rd.
291-5100

East St. Louis

675 E. Broadway
436-0707

Edwardsville

Bypass 66
741-6606

GIVE YOURSELF A TAX BREAK.



We found a way to save money on taxes. We distill and blend Canadian Mist in Canada but we bottle it here. This great little loophole gives us a big tax savings. And

we cheerfully pass this savings on to you. Usually about two dollars a bottle. All year long.

But saving money isn't the only break we give you. We give you a great tasting whisky.

Canadian Mist is smooth. And light. And mellow enough to enjoy straight. Yet it mixes beautifully.

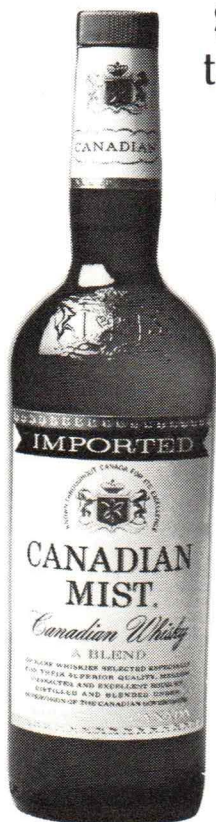
But no matter how you cut it, Canadian

Mist is a welcome break anytime. Anywhere.

So we think you owe it to yourself to stock up on Canadian Mist as soon as possible.

After all, Americans have never liked taxation without representation.

CANADIAN MIST.



Ray Rixman

DODGE CITY

1ST

**DOES IT AGAIN IN THE NATION
DOUBLES THE 1971 DODGE WARRANTY**



DEMON 340

Swinger



DART SWINGER
2 DOOR HARDTOP

ST. LOUIS BLUES

PLAYER	Hgt.	Wgt.	Place of Birth	Date	1969-70 Club	1969-70 Record		
Forward						G	A	Pts.
BORDELEAU, Christian	5-8	165	Noranda, Que.	Sept. 23, 1947	Montreal (NHL)	2	13	15
CAMERON, Craig	6-0	200	Edmonton, Alta.	July 19, 1945	Baltimore (AHL)	10	18	28
CONNELLY, Wayne	5-10	170	Bowyn, Que.	Dec. 16, 1939	Detroit (NHL)	23	36	59
HUCK, Fran	5-7	165	Regina, Sask.	Dec. 4, 1945	Hockey Canada (HCL)	21	15	36
LORENTZ, Jim	5-11	170	Waterloo, Ont.	May 1, 1947	Boston (NHL)	7	16	23
McCREARY, Bill	5-10	172	Sundridge, Ont.	Dec. 1, 1934	St. Louis (NHL)	15	17	32
McDONALD, Ab	6-2	194	Winnipeg, Man.	Feb. 18, 1936	St. Louis (NHL)	25	30	55
MORRISON, George	6-1	175	Toronto, Ont.	Dec. 24, 1948	U. of Denver			
SABOURIN, Gary	5-10	175	Parry Sound, Ont.	Dec. 4, 1943	St. Louis (NHL)	28	14	42
ST. MARSEILLE, Frank	5-10	180	Levak, Ont.	Dec. 14, 1939	St. Louis (NHL)	16	43	59
SELBY, Brit	5-10	175	Kingston, Ont.	March 27, 1945	Toronto (NHL)	10	13	23
SUTHERLAND, Bill	5-10	176	Regina, Sask.	Nov. 10, 1934	Philadelphia (NHL)	15	17	32
UNGER, Gary	5-11	170	Edmonton, Alta.	Dec. 7, 1947	Detroit (NHL)	42	24	66
Defensemen								
ARBOUR, Al	6-1	180	Sudbury, Ont.	Nov. 1, 1932	St. Louis (NHL)	0	3	3
ARBOUR, John	5-11	195	Niagara Falls, Ont.	Sept. 28, 1945	Vancouver	7	28	35
BREWER, Carl	5-10	180	Toronto, Ont.	Oct. 24, 1938	Detroit (NHL)	2	37	39
PICARD, Noel	6-3	212	Montreal, Que.	Dec. 26, 1938	St. Louis (NHL)	1	4	5
PLAGER, Barclay	5-10	175	Kirkland Lake, Ont.	Mar. 26, 1941	St. Louis (NHL)	6	26	32
PLAGER, Bill	5-9	175	Kirkland Lake, Ont.	July 6, 1945	Buffalo (AHL)	2	28	30
					St. Louis (NHL)			
PLAGER, Bob	5-11	185	Kirkland Lake, Ont.	Mar. 11, 1943	St. Louis (NHL)	3	11	14
ROBERTS, Jim	5-10	185	Toronto, Ont.	April 9, 1940	St. Louis (NHL)	13	17	30
Goalenders						GA	SO	Avg.
HALL, Glenn	5-11	180	Humboldt, Sask.	Oct. 3, 1931	St. Louis (NHL)	49	1	2.91
WAKELY, Ernie	5-11	160	Flin Flon, Man.	Nov. 27, 1940	St. Louis (NHL)	58	4	2.11

Ray Rixman



DODGE 71

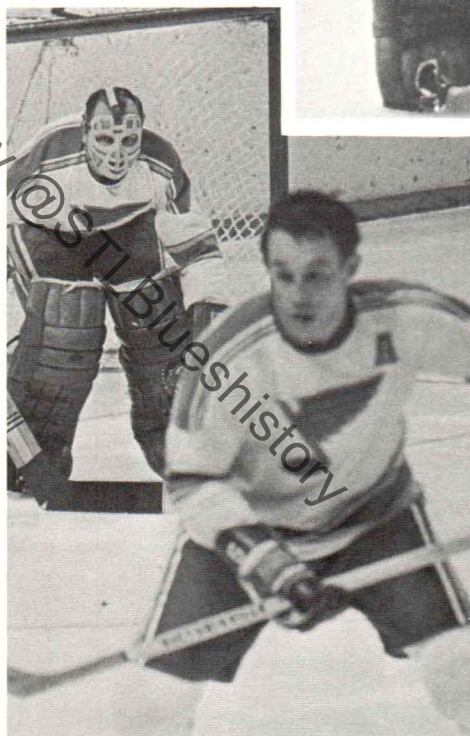
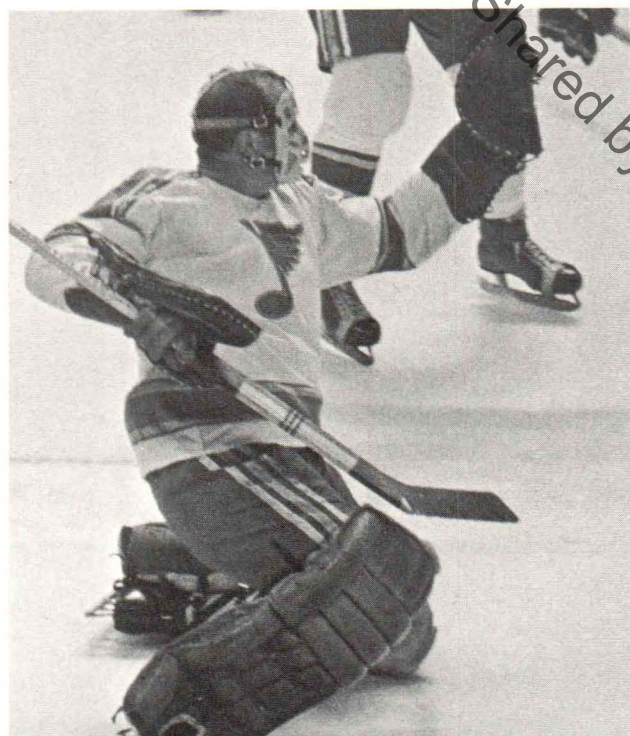
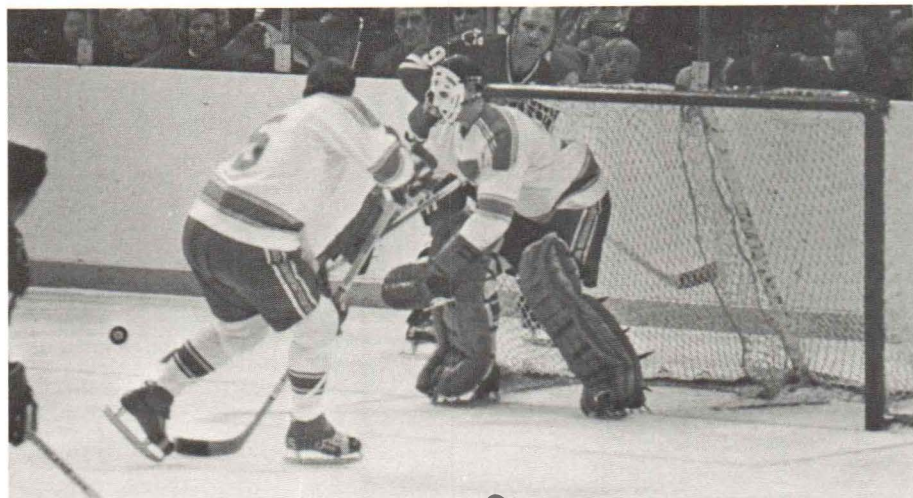
CHARGER

IF YOU LIKE THE
NEW SHAPE, YOU'LL
LOVE THE NEW
LOW PRICE.

**7916 NO. BROADWAY
ST. LOUIS, MO. EV 1-3500**

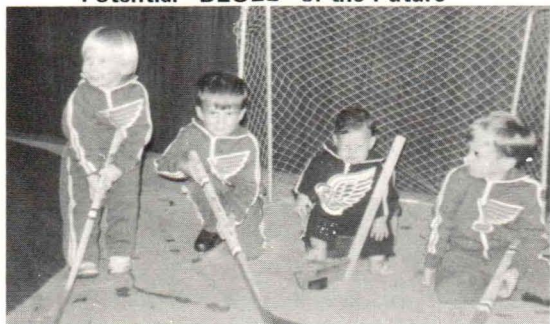
A GLANCE AT ...

BLUES' GOALIES



GIESLER-JORGEN
Presents

Potential "BLUES" of the Future



VISIT US FOR YOUR HOCKEY & SKATING NEEDS

"Official Outfitters of the BLUES"

Giesler - Jorgen *Sporting Goods Company*

6701 Clayton Road
St. Louis, Mo. 63117
727-8344 727-8383

11443 St. Charles Rock Rd.
Bridgeton, Mo. 63044
739-7535

12 places to warm up with friends if the old team wins, or simmer down if they don't.

The American Express Money CardSM is welcome either way.

The Fox And Hounds Pub Located in the Cheshire Lodge, 6300 Clayton Road, St. Louis, Missouri. 647-7300. The relaxing decor of an English hunt-country pub invites you to the Fox and Hounds. Scotch older than your wife, a delicious English cheese board, and cheese fondue served during cocktail hour. Hearty soup and sandwiches daily from 11:30 a.m. to 2:30 p.m. weekdays. Continuous entertainment nightly Monday through Saturday, plus the free double-decker bus to and from the Arena for all Blue's Games.

Kemoll's Restaurant 4201 North Grand Avenue, St. Louis, Missouri. 534-2705. Kemoll's features one of the most extensive listings of Italian dishes in the U.S. Many rare and exciting dishes seldom seen outside of Italy, are yours at Kemoll's. Cannelloni Alla Toscana and Linguini Con Vongole are our specialties. And remember, your American Express Card is welcome.

Noah's Ark 1500 South Fifth, St. Charles, St. Louis, Missouri 291-2777. Come aboard the Biblical Ark for a delightful repast of succulent steaks or satisfying seafood, in a rough cedar decor reminiscent of that first journey. Before dinner, enjoy the Raven's Roost Lounge, to sample the latest offerings from the vineyard. Entertainment too, Tuesday through Saturday. Open 11:30 a.m. daily. From St. Louis take the Fair Lane exit off Interstate 70 to Noah's Ark.

Brennan's Restaurant 9821 Clayton Road, St. Louis, Missouri. 997-0036. A rugged, olde English style, with large stag heads and crests along the walls, is yours at Brennan's. Seafood is flown in fresh daily from the East and the prime meats we serve are supreme. Open Monday through Friday 11:30 a.m., Saturday from 5:30 p.m. — 1:30 a.m. Take advantage of our free Hockey bus which will take you to and from the Arena without the worry of traffic. And remember, your American Express Card is welcome.

Sunset 44 Restaurant Highway 66 at Lindberg in the Sunset Hills Plaza, St. Louis Missouri. YO 5-6644. Beautiful Spanish Moroccan decor invites you to one of the south county area's finest restaurants. Steaks, chops, seafood, and "pizza" too. Open 11:00 a.m. to 1:30 a.m. daily except Sundays. Reservations and banquet facilities available. Don't forget to ask about our hockey bus!

Agostino's Restaurant 5201 Shaw Avenue St. Louis, Missouri. 772-5958. Internationally famous Agostino's located in the heart of the "hill". Authentic Italian dishes prepared from time-honored recipes, served in a romantic atmosphere of old Italy. Just 5 minutes from the Arena. Make the evening complete with a visit to Agostino's.

Top Of The 230 Restaurant 230 South Bemiston, Clayton, Missouri. 863-7373. The view from the top is magnificent, and so is the authentic Mexican and South American decor inside. Great steaks and seafoods are our specialty. For reservations at the Top of the 230, call 863-7373, and remember, your American Express Card is welcome.

If you don't yet have an American Express Money Card, here's how to apply:

Pick up an application at leading restaurants, hotels, motels, airlines, rent-a-cars, any American Express office or write: American Express, Box 2912, New York, N.Y. 10008.



AMERICAN EXPRESSSM
FOR PEOPLE WHO TRAVEL

Schneithorst's Hofamberg Inn Lindberg and Clayton Roads, St. Louis, Missouri. 993-5600. Schneithorst's Hofamberg Inn serves beef dishes from Schneithorst's own herd of prime Black Angus, and outstanding German Specialties served in authentic Bavarian setting. Make reservations for dinner before the St. Louis Blue's games, then hop aboard the complementary bus to the Arena.

Rodehouse Restaurant 10216 Natural Bridge Road, St. Louis, Missouri. 723-7666. Visit one of St. Louis' newest and finest night spots. Dine in old English luxury where the steaks are supreme. Then, enjoy the "Fife and Fiddle", music six nights a week, featuring fine entertainment for all. Loads of free parking. Just 25 minutes from the Arena. And remember, your American Express Card is welcome.

Rico's 702 New Ballas North, St. Louis, Missouri. TR 2-8933. Excellent food—Prime rib Friday and Saturday. Refreshing drinks (Cocktails by the bucket). Good times around the organ with Audrey and Mickey. Old Fashioned Hospitality, Service and Comfort.

Port St. Louis Restaurant 13-17 North Central, Clayton, St. Louis, Missouri. 727-1143. Located in the heart of Clayton, the Port offers unique decor and atmosphere. The menu features truly delicious seafood dishes, prepared as only a port city can. Open nightly 4:00 p.m. 'til 1:30 a.m. except Sundays. And remember, your American Express Card is welcome.

Tenderloin Room The Chase Park Plaza. Kingshighway at Lindell, St. Louis, Mo. 361-2500. Candlelight and wine in a lush, Victorian atmosphere. Enjoy prime beef broiled over an open charcoal fire, lamb chops, live Maine lobsters. Featuring the Peperloin steak, famous High Hat pastries. Open for lunch and dinner Mondays through Fridays. Dinner only on Saturdays and Sundays. Tenderloin Bar adjoins the restaurant. Hack Ulrich headwaiter.

NEW BLUES



CARL BREWER

Defense **Shoots left**
Purchased by St. Louis from Detroit, February 18, 1971.

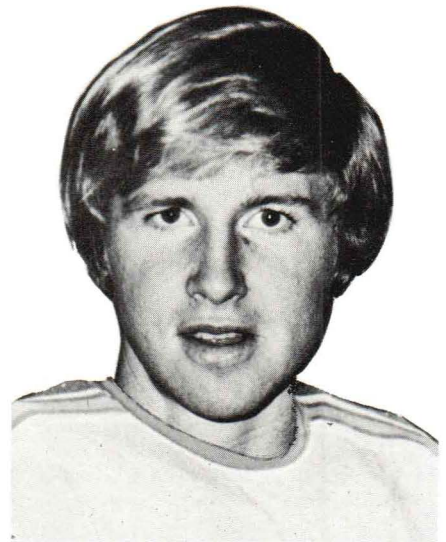
NHL	GP	G	A	TP	PIM
TOTALS	524	21	169	190	968



WAYNE CONNELLY

Forward **Shoots right**
Acquired by St. Louis from Detroit in exchange for Red Berenson and Tim Ecclestone, February 6, 1971.

NHL	GP	G	A	TP	PIM
TOTALS	396	101	120	221	121



GARRY UNGER

Forward **Shoots left**
Acquired by St. Louis from Detroit in exchange for Red Berenson and Tim Ecclestone, February 6, 1971.

NHL	GP	G	A	TP	PIM
TOTALS	180	72	55	127	106

Johnnie Walker Red



**World's
Best Seller**
The Smooth Scotch



Blended Scotch Whisky. 86.8 Proof. Imported by Somerset Importers, Ltd., New York, N.Y.

WHEN A TEAM IS A TEAM

(Continued from page 17)

The Blues this season are in precisely that situation. John Arbour, Bill Sutherland, Brit Selby, Jim Lorentz, George Morrison and Christian Bordeleau are new to the team this season, and Arbour, Sutherland and Selby came after the current season began. Craig Cameron has rejoined the team anew after a stint with the Pittsburgh Penguins, and Bill Plager is playing his first full season with the Blues. No other team in the NHL has changed so much since last season.

Has the team suffered from this influx of new players? And what is the thinking of veteran players on the effects of these changes on their team?

With the unusually large number of new players the Blues could have been expected to be considerably worse than last season. The facts are that they are better, have been playing at a better pace in the first season of a balanced interdivisional schedule and are still far ahead of all the other expansion teams.

Red Berenson, the Blues' captain who has worn a St. Louis uniform since the early days of expansion, says, "I think we've done pretty well in fitting together this season. It's a matter of getting used to someone's style of play, but it shouldn't take a lot of time."

"It seems that everybody with the Blues has played on a half-dozen hockey teams," Berenson said. "The first two years we must have gone through 30 players."

Noel Picard, one of the four St. Louis players who was chosen by the Blues in the first expansion draft, says, "Knowing a player takes a while; some guys fit, and some guys don't."

Gary Sabourin, who has also been with the Blues since the first game of their existence, says, "This adjustment might be a greater problem for a guy like Jim Lorentz, who came from Boston, which stresses its offense, but he has adjusted quickly. Anybody traded to the Blues knows that he will have to stress defense, and he has to do it."

Al Arbour, the man responsible for meshing the Blues, old and new, into an efficient team, acknowledges the problem but thinks that his players have "blended real well."

Arbour said, "Sometimes two players just can't play together. They might be the two best players on your team but they can't get used to playing with each other."

Arbour also mentioned another dimension, the adjustment of players' personalities.

"It's an adjustment on both sides, the old players and the new players," he said. "They don't know each other and, when a guy says something, he doesn't know whether the other fellow is going to be offended by it or not. We have four or five real good needlers on our team, and we need them."

The Blues probably won't experience another turn-over like the current one for many more years. Since they have survived this one, they can go on to other challenges.

ROMAN HOUSE

1115 HAMPTON

For Reservations

647-6662

FINEST IN ITALIAN & AMERICAN CUISINE

Steaks Lobsters
Mixed Drinks & Cocktails

HOCKEY FANS
Have Dinner with Us—
Park Free
And Walk 1 Block To Arena



It wasn't built in a day.

Some body didn't just say, "Hey, this is the year for little economy cars—let's build one," and there appeared a 1971 Volkswagen.

Fact is, 26 years of Volkswagens preceded it.

And we put in something

else besides the years. Improvements 2,287 of them.

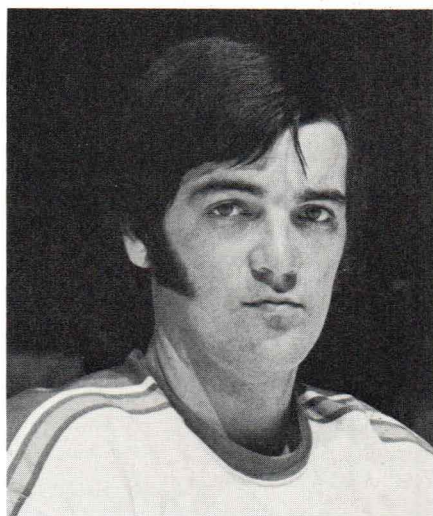
If there's one thing we learned about making economy cars, it's this: There's no such thing as an overnight success.



Gary Vincel Motors, Inc.

8455 Maryland, Clayton • PA 7-2200

MEET THE BLUES



JOHN ARBOUR

Defense

Shoots left

Purchased by St. Louis from Vancouver December 3, 1970.

NHL	GP	G	A	TP	PIM
TOTALS	23	0	3	3	46



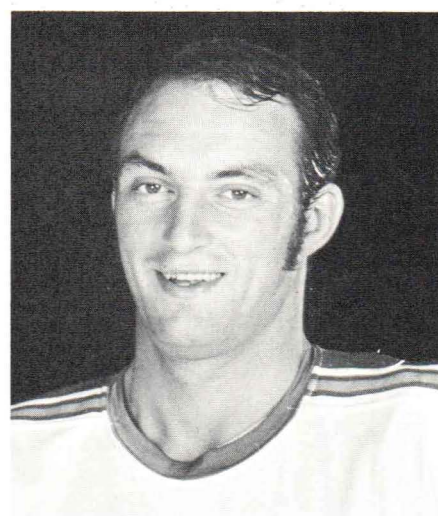
RED BERENSON

Forward

Shoots left

Traded by New York with Barclay Plager to St. Louis for Ron Stewart and Ron Attwell, November 29, 1964.

NHL	GP	G	A	TP	PIM
TOTALS	383	106	144	250	150



CHRISTIAN BORDELEAU

Forward

Shoots Left

Purchased by St. Louis from Montreal, May 23, 1970.

NHL	GP	G	A	TP	PIM
TOTALS	61	3	16	19	22

HARVEY Ltd.



Providence

Clayton

Clothiers • Furnishers • Importers

44 N. BRENTWOOD BLVD. CLAYTON, MO. PA. 6-0505

OPEN DAILY AND SATURDAY: 9:30 TO 5:30

ASK FOR

MAX GERMAN MEATS

In your favorite retail store

Purveyors to Hotels, Restaurants and Finer Stores
MAX GERMAN, INC. ST. LOUIS, MO.



**WE'VE GOT
THE BLUES!**

We also have the greens, reds, whites, golds, grays, beiges, blacks, and all the other colors, hues, and tints . . . in our full line of top-quality paints and wall-coverings. When it comes to colors, come to our colorful store showrooms.

BROD-DUGAN PAINT MANUFACTURERS

Northland Center • Clayton • Kingshighway near Easton • Crestwood • and Page at Schuetz Rd.



**Helping you
with responsible
imaginative
insurance services . .**



California



Chicago



Los Angeles



Minnesota



Philadelphia



Pittsburgh



St. Louis



Boston



Buffalo



Detroit



Montreal



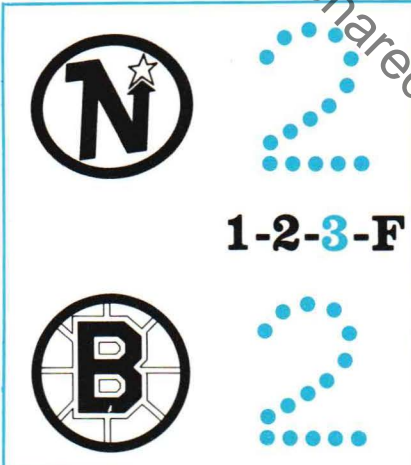
New York



Toronto



Vancouver



**KEEPS YOU
posted on all
the N.H.L.
action**

Watch for the up to minute scores of all out of town NHL games on the Arena's new scoreboard located on both the North & South ends of the building.

Insurance Consultants Incorporated

1010 Collingwood Drive
St. Louis, Mo. 63132
Phone: (314) 997-4100

*21 kinds of
pizza
to choose from!*

*play the
playoff plans!*

**Get half a
Shakey's pizza
free!**



Take this coupon
to



**SHAKEY'S PIZZA PARLOR &
Ye Public house**

5 LOCATIONS TO SERVE YOU

CENTRAL

1059 S. Big Bend Blvd. MI 7-7533

FLORISSANT

140 S. Highway 140 TE 9-3100

FERGUSON

10835 New Halls Ferry Rd. UN 9-0400

ST. ANN

10427 St. Charles Rock Rd. HA 3-9100

SOUTH

8534 Watson Rd. VI 2-2233

This coupon is good for 1/2 off the price of the pizza of your choice when you eat at Shakey's! Offer valid only during '70 - '71 Hockey Season.

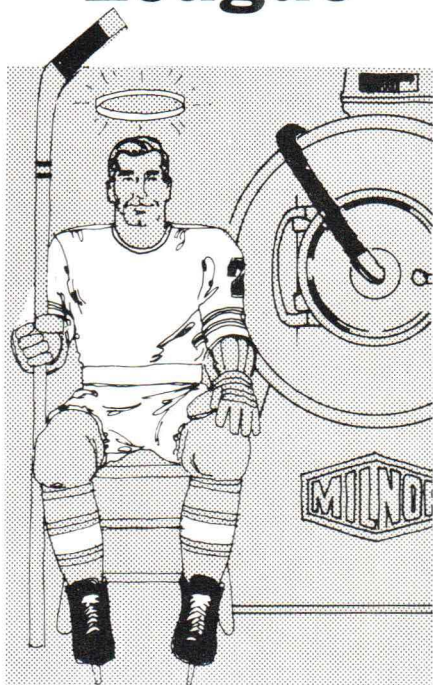
Good only at locations below. Coupon expires on date indicated above. Void where prohibited or regulated. Cash value 1/20¢. One coupon per family. Not honored for take-out orders. Not transferable. Use other than indicated constitutes fraud.



Cleanest team in the League



MEET THE BLUES



How does our team get so bright? With the hard-working help of a MILNOR® Washer-Extractor. That's how.

Loomis Bros. Equipment Company can set up a complete on-premise Laundry installation, tailored precisely to fit your needs. We furnish layouts, provide the right equipment (commercial laundry machinery—not beefed-up home appliances), handle total installation, and train your personnel.

Experience? Unbeatable—including installations such as these:

MOTELS

Bel-Air East Motel
Apted Hulling's
Enterprises
(St. Louis)
Ramada Inns
(Cape Girardeau-
Sikeston-
Columbia, Mo.)
Holiday Inns
(Cape Girardeau-
St. Joseph, Mo.
Springfield, Ill.)

SCHOOLS

Ladue High School
Carbondale Community
High School
St. Louis Jr. College
District

HOSPITALS

Deaconess Hospital
Chas. Still Hospital
(Jefferson City, Mo.)
Edw. A. Utlaut
Memorial Hospital
(Greenville, Ill.)
St. Joseph's Hospital
(Alton, Ill. Early 1971)

NURSING HOMES

Jackson County
Nursing Home
(Murphysboro, Ill.)
Shelbyville Restorium
(Shelbyville, Ill.)
Little Sisters
of the Poor
Marie De Villa
(St. Louis)

**Loomis Bros.
Equipment Company**

3136 Wyoming
St. Louis, Missouri
Phone: 314/865-4800



CRAIG CAMERON

Forward **Shoots right**
Traded to St. Louis by Buffalo in exchange
for Ron Anderson, October 2, 1970.

NHL	GP	G	A	TP	PIM
TOTALS	105	18	7	25	48



TERRY CRISP

Forward **Shoots left**
Drafted by St. Louis from Boston in Expan-
sion Draft, June 6, 1967.

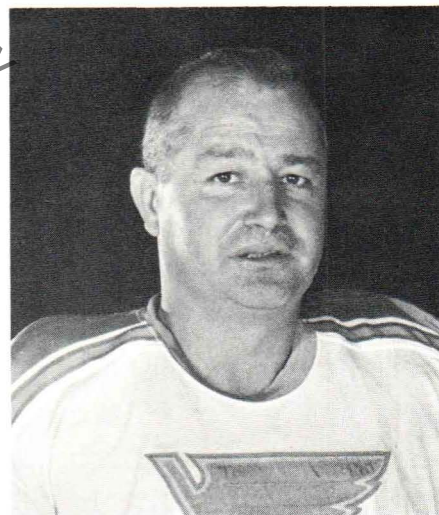
NHL	GP	G	A	TP	PIM
TOTALS	159	20	35	55	26



TIM ECCLESTONE

Forward **Shoots right**
Traded to St. Louis by New York with Gary
Sabourin, Bob Plager and Gord Kannegiesser
in exchange for Rod Seiling, June 6, 1967.

NHL	GP	G	A	TP	PIM
TOTALS	147	26	28	54	64



GLENN HALL

Goaltender **Shoots left**
Drafted by St. Louis from Chicago in expan-
sion draft, June 6, 1967.

NHL	GP	GA	SO	GAPG
TOTALS	863½	2168	82	2.46



"WASH OUT"
Both arms swung laterally across the body with palms down.
1. When used by the Referee it means goal disallowed.
2. When used by the linesman it means there is no icing or no off-side.



TRIPPING
Extending right leg forward, clear of the ice, and striking it with right hand below the knee.



MISCONDUCT
Placing of both hands on hips several times and pointing to penalized player.



HOOKING
A series of tugging motions with both arms as if pulling something toward the stomach.



ICING
Arms folded across the chest.



SLOW WHISTLE
Either arm, in which whistle is held, extended above head. If play returns to Neutral Zone without stoppage, arm is drawn down the instant puck crosses the line.



ELBOWING
Tapping either elbow with the opposite hand.



INTERFERENCE
Crossed arms stationary in front of chest.



CROSS-CHECKING
A series of forward and backward motions with both fists clenched extending from the chest.



DELAYED CALLING OF PENALTY
Referee repeatedly points, with free hand (without whistle) to player to be penalized until play is stopped.

The nice thing about
2nd smallest
the world's smallest
chain of motor hotels is ...

NO WEAK LINKS

BELMAIR EAST
4th at Washington, Downtown St. Louis
(314) MA 1-7900
TRADER VIC'S
Miss Hullings

BELMAIR WEST
4630 Lindell Blvd. at Forest Park
(314) FO 7-7500
HENRICI'S

Try the
SHERATON BELMAIR
in St. Petersburg, Florida
Private beach ... Tennis ...
3 pools ... Marina

LOVE HOCKEY HATE PARKING?

ENJOY A DELIGHTFUL DINNER
THEN BOARD OUR BUS TO THE
GAME AND BACK!

FO 7-7500

HENRICI'S

BELMAIR WEST
LINDELL BLVD. AT EUCLID



SLASHING
A series of chopping motions with the edge of one hand across the opposite forearm.



HOLDING
Clasping either wrist with the other hand well in front of chest.



CHARGING
Rotating clenched fists around one another in front of chest.



HIGH-STICKING
Holding both fists, clenched, one immediately above the other, at the height of the forehead.

OFFICIALS 1970-71 SEASON

Referee-in-Chief:
Ian (Scotty) Morrison
Eastern Supervisor of Officials:
Frank Udvari
Western Supervisor of Officials:
William (Dutch) van Deelen

REFEREES'

- | | |
|-------------------|----------------------|
| (1) John Ashley | (14) Dave Newell |
| (2) Art Skov | (15) Bryan Lewis |
| (3) Bill Friday | (16) John McCauley |
| (4) Bruce Hood | (17) Brent Casselman |
| (5) Lloyd Gilmour | (18) Bob Myers |
| (6) Ron Wicks | (19) Ken Bodendistel |
| (10) Bob Sloan | (24) Ron Ego |
| (11) Wally Harris | (25) Alf Lejeune |
| (12) Tom Smith | |

LINESMEN

- | | |
|---------------------|----------------------|
| (7) Matt Pavelich | (23) George Ashley |
| (8) Neil Armstrong | (26) Ron Finn |
| (9) John D'Amico | (27) Dave Shewchuk |
| (20) Pat Shetler | (28) Malcolm Ashford |
| (21) Willard Norris | (29) Bob Waddell |
| (22) Claude Bechard | (30) Michel Chartre |



Makeup Experts

9636 Clayton Road
Phone: 993-9678

Rich and Charlies Trattoria

5920
Clayton Ave.

UNDER CHANNEL 2 TOWER



MEET THE BLUES



FRAN HUCK

Center Shoots Right

Acquired from Montreal in exchange for No. 2 draft choice January 28, 1971.

NHL	GP	G	A	PTS	PIM
TOTALS	6	1	2	3	0

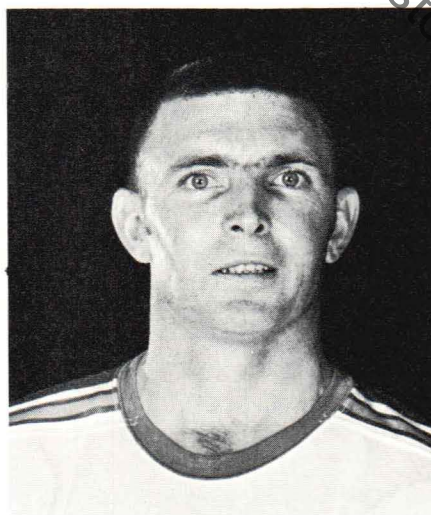


JIM LORENTZ

Forward Shoots left

Traded to St. Louis by Boston in exchange for first round amateur draft pick in 1970, May 26, 1970.

NHL	GP	G	A	TP	PIM
TOTALS	79	8	19	27	36

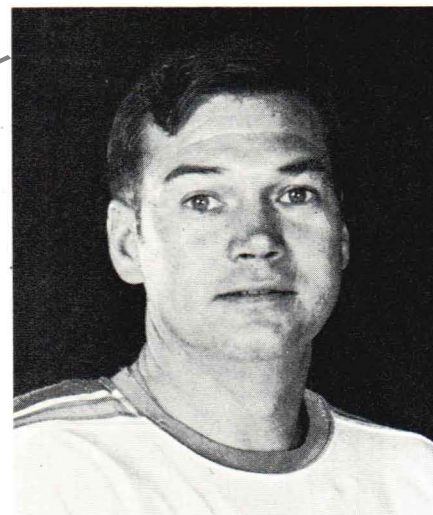


BILL MC CREARY

Forward Shoots left

Traded to St. Louis by Montreal in exchange for Claude Cardin and Phil Obendorf, June 14, 1967.

NHL	GP	G	A	TP	PIM
TOTALS	241	44	52	96	92



AB MC DONALD

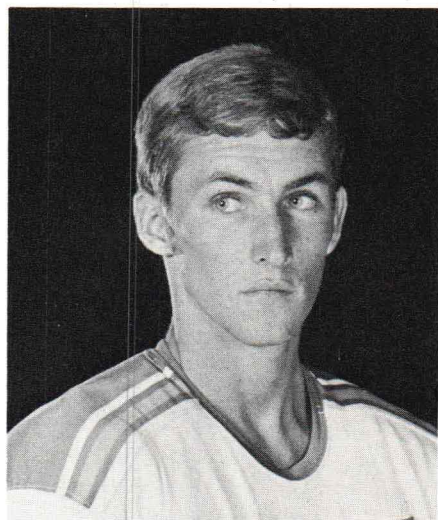
Forward Shoots left

Traded to St. Louis by Pittsburgh in exchange for Lou Angotti, June 11, 1968.

NHL	GP	G	A	TP	PIM
TOTALS	723	180	240	240	194



MEET THE BLUES

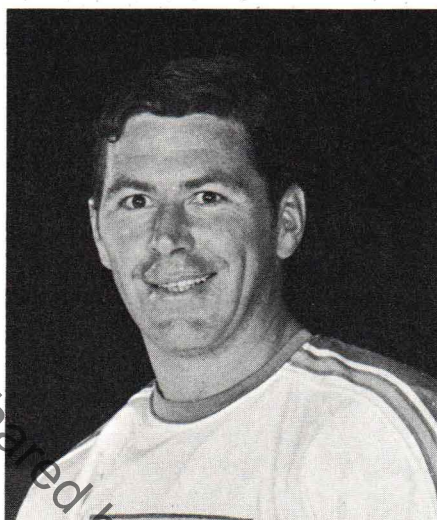


GEORGE MORRISON

Forward Shoots left

Property of BLUES through negotiation list while playing at Denver U., January, 1969.

NHL	GP	G	A	TP	PIM
TOTALS	0	0	0	0	0



NOEL PICARD

Defense Shoots right

Drafted by St. Louis from Montreal in Expansion Draft, June 6, 1967.

NHL	GP	G	A	TP	PIM
TOTALS	188	7	46	47	394



BARCLAY PLAGER

Defense Shoots left

Traded to St. Louis by New York with Gordon Berenson in exchange for Ron Stewart and Ron Attwell, November 29, 1967.

NHL	GP	G	A	TP	PIM
TOTALS	185	15	67	82	401



BILL PLAGER

Defense Shoots right

Acquired by St. Louis from New York with Camille Henry and Robbie Irons in exchange for Wayne Rivers and Don Caley, June 1968.

NHL	GP	G	A	TP	PIM
TOTALS	55	1	6	7	19

Bauer cuts the ice with the NHL.



Skates are a professional hockey player's most important piece of equipment.

So choosing skates is something the pros don't treat lightly.

Everything they look for in skates, we've got. That's why more and more NHL players are switching to Bauer every year.

So it's no wonder Bauer is "The Official Skate of the National Hockey League"

All Bauer skates are made from rugged, top quality leathers that not only stand up to the roughest treatment, but come away looking good every time. And the extra-hard, drop-forged steel blades stay razor-sharp, game after game after game.

For your protection, most Bauer skates have indestructible toe caps that stop the hardest shots. Special cut-proof nylon mesh in the tongue, tendon guards, and throughout the boot. And protective heel tips that you can replace in seconds.

Next time you're buying skates, look for Bauer in models from Beginner to Professional. You can have confidence in us. The NHL does.

bauer 

Bauer Canadian Skate Inc.,
North Tonawanda, New York.

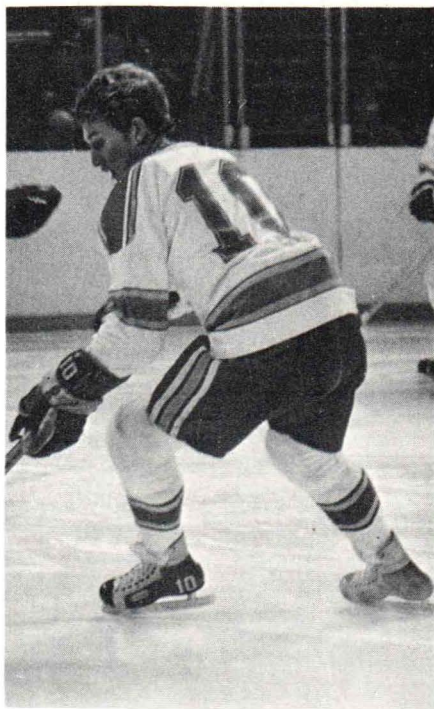
Bauer:
**The Official Skate of the
National Hockey League.**

Draft Choices Are Keys to the Future

BY LARRY WIGGE / The Sporting News

The universal amateur draft held each June is a simple matter of economics. If you finish last, you get the right to pick a top young talent like Gilbert Perreault or Dale Tallon. But, how can a new franchise afford to finish behind all its competitors, flirting with the cellar spot all season? It doesn't qualify for post-season play, so there's no playoff income, and your attendance normally cannot support the lack of a good product on the ice.

The two new clubs — the Buffalo Sabres and the Vancouver Canucks — received the above-named young stars as bonus selections, but because of the way National Hockey League play has captured the hemisphere, these two expansion franchises, swept up in the explosion, are playing to crowd totals unheard of at the formation of the West Division in 1967-68. Thus, Vancouver and Buffalo are in a



George Morrison of the Blues is a collegiate product.

good position to wait for those good clubs to develop without losing money at the gate.

"We look back to the National

Hockey growth in 1967-68 and see that most of those expansion clubs couldn't wait, and had to have instant success to stand firm financially," explained Scotty Bowman, General Manager of the Blues. "The playoff money was almost a must, and that product on the ice each night had to be attractive enough to gather a group of hard core spectators that would support the club and promote it to friends as well."

That "instant success" came at an expensive price for some of the clubs. The market price set forth by the East Division clubs normally included one or more draft choices, and then the talent obtained wasn't always as expected. Some of those infant clubs bartered their draft selections away for years to come.

"When you trade a top choice far in advance; you are betting the other club that you can finish so much higher than before, and by that token the worth of the choice traded away isn't as valuable as it had previously been," added Bowman.

Each year there are three or four players available in the draft with the potential to be on future All-Starsquads.

"There is no question that the best gamble at finding a player with the talents of a Bobby Orr is through the draft. If you have that opportunity, you choose him without hesitation, then just wait until he develops the way you know he will. A club is certainly not going to trade a super star to you. You have to find the potential in one of your young players, and just be patient," suggested the Blues former coach.

The sage-like Bowman spends quite a large amount of his time looking at this youngster or that one. His office contains scouting information on practically every young skater from here to the

Himalayas. Scotty and his associates take a deep look at all the prospects and then compare the many reports.

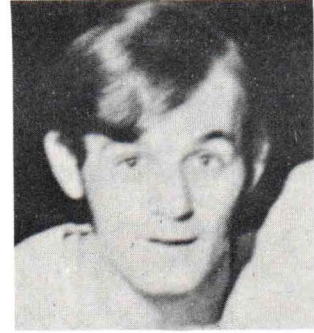
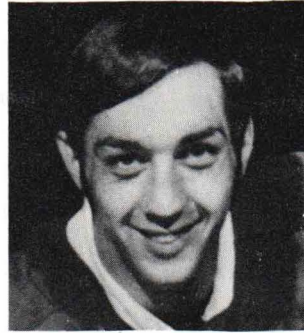
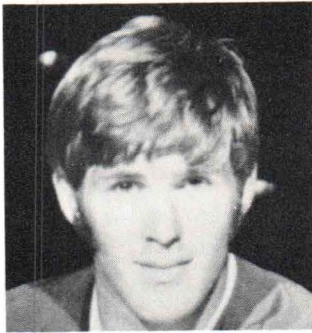


Dale Tallon of Vancouver was the Canucks' No. 1 pick last year.

"It's so difficult and unusual to assess the actual performance of these kids because they don't play out of their own leagues. You cannot tell whether a scorer would be able to compile such a record against another grade of competition.

"Take your college football and basketball players prior to the pro drafts. At some time on their schedule all the candidates have played a like opponent, and from this you can normally judge what way he would perform in a suggested sequence as compared to the other youngsters in question."

The transplanted Montreal genius admits that the Blues haven't been as concerned about these choices in the past because success was achieved early in the St. Louis organization. "We have traded a



Guy Lafleur, Jocelyn Gevremont and Richard Martin all first rate amateurs who should go high in this year's draft.

number of our top picks, but not until we calculated just what kind of player we might be getting. Consider last year, we accepted the fact that our first round selection wouldn't be measured in the same category as Jim Lorentz, so we made the deal with Boston."

"In the past drafts we were still taking players when most of the others had dropped out, and a large number of these youngsters are still in college. This builds a foundation for our future clubs also. You never can tell whether one of these players might some day be on the big team."

The Blues have two first round selections this June. And don't you think Scotty Bowman isn't surveying the entire field of play. "We acquired Pittsburgh's choice back in 1969 and of course we have our own. I think you might very well see both of those draftees here next year."

The layman looks at these drafts

with the idea of selecting a player to fill a weakness, but when you get down to it there is no way you are going to pass up a better player just to satisfy an apparent sore spot in your present lineup. Just when you are set at one position, an injury may riddle that strength and then where do you turn?

"The life-line of an organization is apparent when you have a constant flow of young players ready to move into a spot vacated by an injury, trade or retirement. Obviously this logic is just as important," observed a constructive Bowman.

Further discussions of just what that first round can mean to a club is evident by the enviable position the number one pick will bring with it. If you feel there is really nothing of interest to you in that particular field of possible pro combatants, you can always sit comfortably in that favorite easy chair of yours and answer the telephone every hour on the hour.

It might seem to be a dilemma, but most club officials would trade for that same enviable seat.

"The stress in the draft is toward those athletes that have the size to complement their exceptional scoring ability. Most always the scouts will want to take an awfully good look at the smaller prospect. They will want to see whether his size interferes with the durability needed by a pro performer," forecast the knowledgeable G.M.

Scotty compared the whole ball of wax to a person buying stock. "You get a speculator to buy a very good stock. The quality stock won't depreciate, and is almost guaranteed to appreciate in value."

Now I'm not a stock expert by any means. In fact, to me stock is that information which comes between the sports section and funnies in the daily newspaper. But I'm certainly an expert on that logic about appreciating in value.

**CONVENIENCE
& LUXURY**

are
the
keywords
at
the



QUALITY MOTEL
Midtown

5120 Oakland Ave., St. Louis, Missouri 63110

535-7885

Enjoy Fine Food In
Restaurant and
Spyglass Lounge
Banquet and
Meeting Facilities
Available



"One block from the Arena."

HOCKEY MINUS ONE

BY BOB BURNES / Executive Sports Editor St. Louis Globe-Democrat

Hockey is the only sport in which a team may be forced to play for prolonged periods of time with one less player than the other side.

Baseball has no such provision. Neither does football. Any infractions there are penalized by yards stepped off. Occasionally it will happen in basketball. It did to St. Louis University's freshman basketball team earlier this season at Peoria. When four players fouled out there were only four left to finish the game.

In pro basketball, a team never plays shorthanded. If most of the players have exhausted their fouls and it would mean playing with four men, technical fouls are called and the opposing team retains possession.

In soccer, there have been regulations when, if a player was ejected from a game for a deliberate foul, he could not be replaced.

Only in hockey, however, is playing short an integral part of the game.

Apparently it has always been there. A thorough search of chronological histories of the game does not reveal any time when the penalty box was added. At least not in this century.

It has been only in the last fifteen or twenty years, maybe a little more than that, that hockey has done anything except take the two-minute penalty and hope for the best.

Until then, the shorthanded crew would park the four defenders near the blue line, defy the opposition to break through. Usually the opposition did.

One rule change led to another and suddenly penalties became more important.

The addition of the center red line opened up the offense, made it easier to sweep through into scoring

territory.

And the great Montreal and Detroit scoring machines of the fifties made such a shambles of games during the penalty period that another rule change was dictated.

People like Maurice Richard, Dickie Moore, Boom-Boom Geofrion, the then young Jean Beliveau and Doug Harvey became so efficient that they could pour through three, four or five goals in the two-minute inhabitation by the opposition of the sin bin.

So could Gordie Howe, Sid Abel, Ted Lindsay and associates at Detroit.

In the mid-fifties another rule was changed.

A player excommunicated to the penalty box for two minutes would return the second the opposition scored. (This applied only to two-minute penalties and not off-setting ones, nor five-minute assessments.)

All of this put greater emphasis on the opportunity. The power play became a vital weapon. It has been only in the last fifteen years that

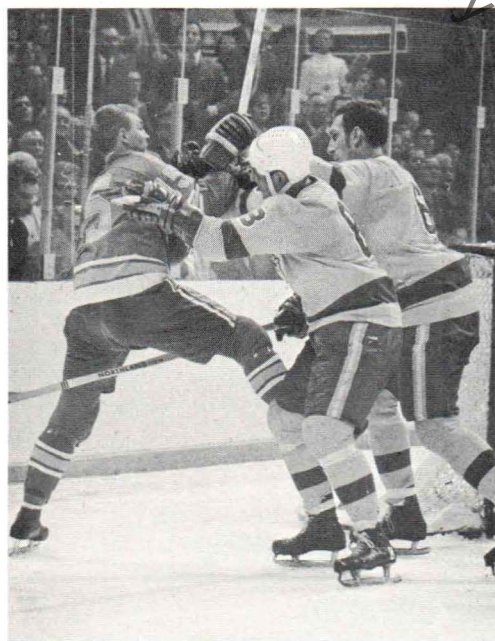
stress has been placed on this, that the "point" became a target spot.

But — and this is perhaps the most intriguing of all — if the Montreal Canadiens became so proficient on power play attempts that the rules had to be changed to circumvent them, they also were among the first to devise a sound method of defending against it.

It is an old story in sport. The coaches devise new rules. Then, the minute they are put in the books the same coaches put their heads together and figure out ways to upset those rules.

Penalty killing is now an art. On the Blues it is magnificently demonstrated by Bill McCreary and Jim Roberts, who are among the best in the league. Significantly, both of them spent much time in the Montreal organization.

"You have to know what your partner is doing," McCreary says, "because he has to back you up. Jim and I have been doing it so long that we know exactly what each other is doing at all times."



The Blues' McCreary and Roberts are two of the NHL's best in killing penalties.

There are a couple of factors. One is psychological, the other is physical. Both are dangerous.

Until the last fifteen years or so, the philosophy of killing a penalty was to lay back and wait for the opposition to come at you.

Now, however, good penalty killers like Roberts and McCreary go to the attack. They try to keep the opposition off balance, prevent the other team from setting up a concentrated assault. In other words, keep the other team out of the Blues end.

Bill and Jim use what they call "the circle pattern" and the next time they are killing a penalty you can easily watch them do it.

One will go deep into the other team's territory, skate in a big circle and try to harass the man with the puck. A quick jab with the stick can often shake the puck free.

If the other team slips by McCreary, then Roberts has to pick him up in a hurry. While he is skating in the circle pattern, trying to bother the other team, his partner is hurrying back behind him, ready to resume the same tactic.

It is a dangerous pursuit because, if the opposition slips by one man, it has an enormous advantage. The opposing team already has a 6-5 man edge. If it beats one man, now it is 6-4.

This demands precision and understanding between men like McCreary and Roberts; it also demands the ultimate in skating. When they come on the ice to kill a penalty, they must make up their minds that they are going to have to skate hard and fast the whole time they are out there.

The other team will do everything possible to keep the puck in play because every whistle gives the shorthanded team a chance to regroup.

In recent games, McCreary and Roberts have been so effective that they not only have killed off a good part of the penalties but four times they've scored while shorthanded with McCreary coming up with two shorthanded tallies.

The maneuver in every instance has been the same. The forecheck-

ing has enabled one or the other to shake the puck loose. When they do, they usually have only one man to beat because the attacking team has been caught down the ice.

The one with the puck sweeps to the side, draws the lone defender with him. The second that defender commits himself, Roberts or McCreary feeds a pass to the other who is open and unchallenged in front of the goal. If the defense man doesn't commit himself, the man carrying the puck just goes in and shoots.

Nothing takes the starch out of a team as much as a goal by a shorthanded opponent.

General Manager Scotty Bowman of the Blues agrees that the philosophy has changed.

"For a long time in the National Hockey League," he said, "you could dress sixteen players, plus goalie or goalies. That meant three forward lines, two sets of defensemen — two spare forwards and one spare defenseman."

"These last always were the least important men on the team," he said, laughing, "so they were sent out to kill the penalty. Besides, you didn't want to risk having one of your stars hurt and the chance of injury is always greater when somebody is in the penalty box because that puck is really flying around."

"But in recent years, now you use key men, guys who know how to play defense. Jim and Bill have always been key men on the Blues but they are the first ones called on. When they tire, you send out Red Berenson and Tim Ecclestone or Terry Crisp."

Jerry Toppazzini of Boston was one who made penalty killing an art. He holds the record for most shorthanded goals in a season, 7 back in 1957-58. About the same time, Glen Skov of Detroit was doing just as effective a job.

Don Marshall (now with Buffalo) also was outstanding at killing penalties while with Montreal and later with New York.

"So are Bill and Jim," Scotty said. "They're as good as any around today. It takes a lot of heart and hustle to do it right."



10885 SUNSET HILLS PLAZA
SAINT LOUIS, MISSOURI 63127

Call YO 5-6644

Hiway 66 W. of Lindbergh

PIANO BAR
MON. THRU SAT.

LUNCH
DINNER
LATE HOUR
SNACKS

"TWO FOR
COCKTAILS"

11 A.M.—7 P.M. Mon.—Fri.
until 4 P.M. Sat.

STEAK
PIZZA
LOBSTER
TAILS



Hiway 40—2½ miles west of 244 then
north on Woods Mill Rd. to Olive.

Olive St. Road (Mo. 340)
West of Woods Mill Rd. (Mo. 141)
Chesterfield, St. Louis County, Mo. 63017

469-1744

Again this season...

More players in the
National Hockey League
are skating on

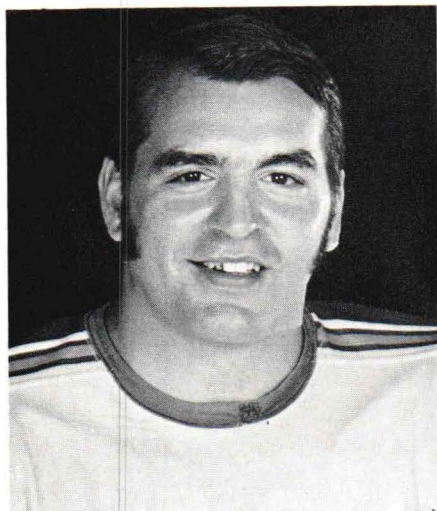
C.C.M. *Tacks* *

than on
all other makes
combined.

WHEN YOU LOOK FOR HOCKEY EQUIPMENT
LOOK TO **C.C.M.** THE CHOICE OF THE PROS

*Registered Trade Mark

MEET THE BLUES



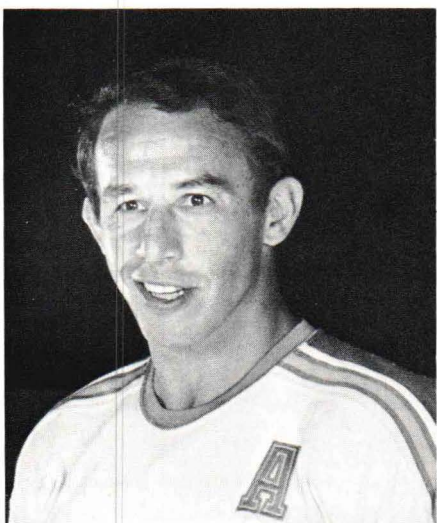
BOB PLAGER

Defense

Shoots left

Traded to St. Louis by New York with Gary Sabourin, Tim Ecclestone and Gord Kanegisser in exchange for Rod Seiling, June 6, 1967.

NHL	GP	G	A	TP	PIM
TOTALS	178	5	28	33	282



JIM ROBERTS

Defense

Shoots right

Drafted by St. Louis from Montreal in Expansion Draft, June 6, 1967.

NHL	GP	G	A	TP	PIM
TOTALS	440	52	75	127	276



Get The ...

COMPLETE Sports Picture



WITH

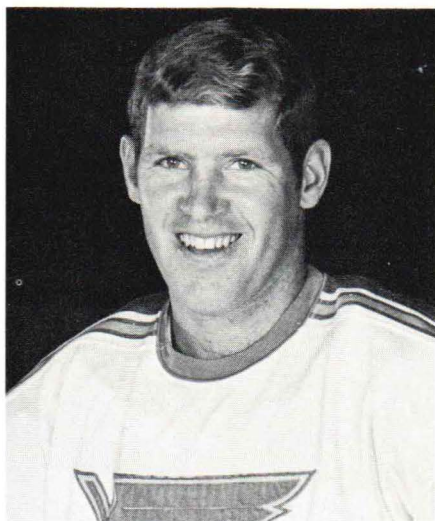
**Ed
Macauley**

10 pm News Report

**MONDAY
THRU
FRIDAY**

KTVI^{abc} 2

MEET THE BLUES



GARY SABOURIN

Forward **Shoots right**
Traded to St. Louis by New York with Bob Plager, Gord Kanngiesser and Tim Ecclestone in exchange for Rod Seiling, June 6, 1967.

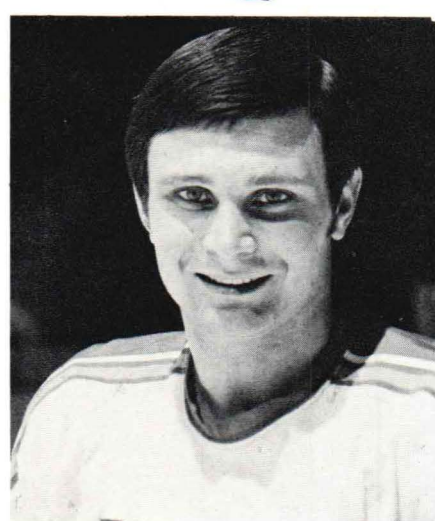
NHL	GP	G	A	TP	PIM
TOTALS	197	66	47	113	169



FRANK ST. MARSEILLE

Forward **Shoots right**
Signed by St. Louis from Port Huron, (I.H.L.)

NHL	GP	G	A	TP	PIM
TOTALS	203	44	85	129	52



BRIT SELBY

Forward **Shoots left**
Traded to St. Louis by Toronto in exchange for Bob Baun, November 13, 1970.

NHL	GP	G	A	TP	PIM
TOTALS	277	54	57	111	134

BLUE SKATES

MADE BY **C.C.M.**

EXCLUSIVELY FOR CASEY'S



HOCKEY
EQUIPMENT
AT BIG
DISCOUNTS
TO TEAM
PLAYERS

JOIN THE TEAM! BE ONE OF THE FIRST TO HAVE A PAIR

BOY'S—1 to 5½	28.00
MEN'S—6 to 13	32.00
BLUE "TACKS"	85.00

TRADE-IN YOUR OLD SKATES ON A NEW OR USED PAIR

OUR NEW CATALOG IS READY. EVERYTHING FOR PLAYERS AND FANS. SEND 50¢.

Casey's
SPORTS STORES

210 No. Kirkwood Rd. — Kirkwood
71 Village Square — Hazelwood

Events Director Art Beal

You Have Been Given
2 Minutes in The

PENALTY BOX

11453 St. Charles Rd., Bridgeton, Mo.
Two Blocks West of Lindbergh
In the Winterland Plaza

Cocktails — Entertainment

Pe 9-9075



You Can Stay Longer if You Like



White & Company Incorporated

Pierre Laclede Center
7733 Forsyth Boulevard
Saint Louis, Missouri 63105
Area Code 314/862-8700

Member New York Stock Exchange

NHL PERFORMERS SET RECORD PACE

BY JOE MEYER / Edwardsville Intelligencer

If it is proper to call 1970 the year of the quarterback in college football, then it would seem equally proper to label the 1970-71 National Hockey League season the year they destroyed the record book.

A lot of stones remained unturned as the 14-team circuit starts concentrating on the final half of the schedule. However, a replay of the first half of the season probably will leave the experts gasping for breath.

Can you imagine Boston's all-star center Phil Esposito finishing the campaign with 577 shots on goal and an unbelievable 74 goals?

Statistically this would be the case if "Espo" picks up where he left off at the All-Star game break.

The present record for shots on goal in a single season is 414. It was set two years ago by the "Golden Jet" Bobby Hull.

Hull, the Chicago veteran, also holds the record for most goals scored in a single season. He beat the defense 58 times in the 1968-69 campaign. It was the fourth time in his illustrious career that Hull reached the 50-goal plateau.

Others attack the game with their bodies and periodically use their fists to make their presence felt. One such performer is Keith Magnuson, the sophomore defenseman of Chicago.

The product of college hockey at Denver University has already sat out 177 minutes in penalties and should he continue this pace, Magnuson would surpass Howie Young's current mark of 273 minutes.

To single out any specific reason why there is such a determined assault on the record book this season.

Added expansion might be one solid reason. Yet, it is safe to say that the NHL isn't "watered" down to the degree of professional basketball or baseball.

With Vancouver and Buffalo joining the East in their initial year of existence and Chicago relocating

in the West, new rivalries have been born and old ones have taken on a new meaning.

Vancouver created the biggest stir in the early going, and while the Canucks have tailed off somewhat of late, they still have come up with quite a fine offensive club keyed by veteran Orland Kurtenbach and ex-Blues Wayne Maki and Andre Boudrais.

It has been the play at the blue line that has not measured up for coach Hal Laycoe.

The key figure for Buffalo has been the Sabres' super rookie Gil Perreault. He had 17 goals at the All-Star game break and has lived up to all pre-season scouting reports.

Despite the torrid beginning for Boston as a team and the lightning start of Esposito, Bobby Orr, Ken Hodge, John Bucyk and the maturing of young Wayne Cashman, the defending Stanley Cup champions have not been able to pull away from a healthy New York Ranger club.

At the beginning it appeared the Rangers might be in for trouble when several of their standouts had contract problems and missed part of the preseason schedule.

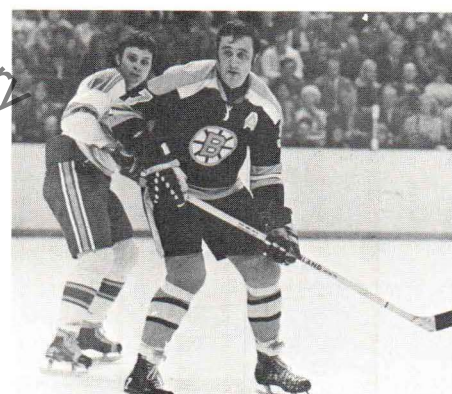
General manager-coach Emile Francis has done an excellent job of cementing the team together and with Ed Giacomin getting great goaltending help from rookie Gilles Villemure, New York has won with the same regularity that Boston has been accustomed to.

Against rival East Division clubs, New York had picked up 14 wins at the All-Star game break and this compared with 13 for Boston. The Bruins enjoyed the advantage against the West by a margin of three victories.

The resurgence of the Montreal Canadiens and the Toronto Maple Leafs could add a dimension to the upcoming playoffs that was definitely missing last year.

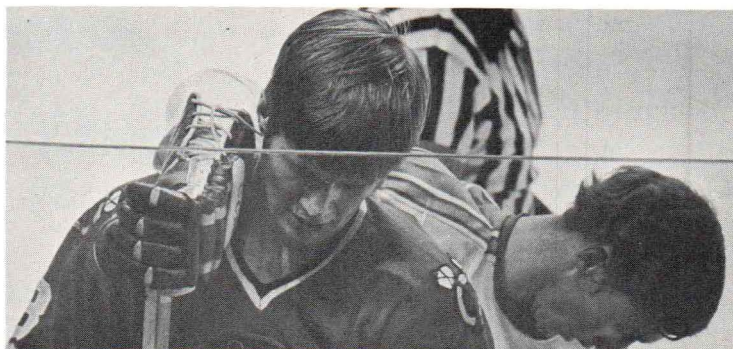
Montreal has started on the road back with a combination of timely deals and some surprising scoring

(Continued on page 83)



Bobby Hull (No. 9) set record that Phil Esposito is now challenging.

Keith Magnuson—
NHL's
new
bad
boy



If I were a
referee, I'd
whistle at the
waitresses
at the
Leather Bottle.



7515 Forsyth /Clayton

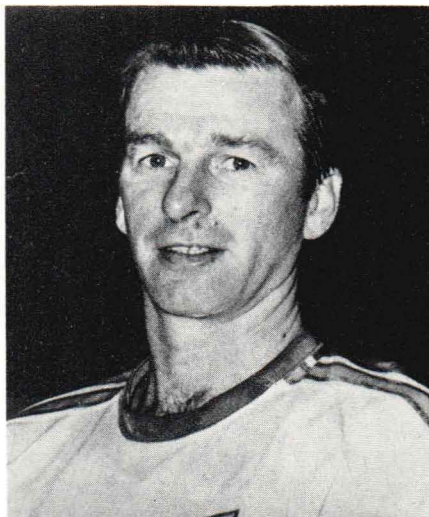
Park Free in Famous-Barr Garage
American Express & Master Charge Cards
Honored

727-6585

Tom O'Brien, Mgr.



MEET THE BLUES



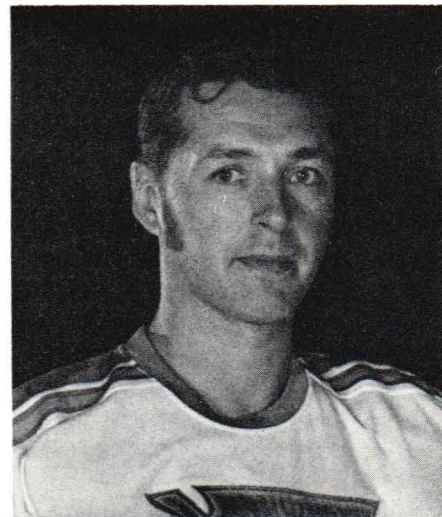
BILL SUTHERLAND

Forward

Shoots Left

Purchased by St. Louis from Buffalo, October
20, 1976

NHL	GP	G	A	TP	PIM
TOTALS	167	49	34	83	54



ERNE WAKELY

Goaltender

Shoots left

Traded to St. Louis by Montreal in exchange
for Robert Schmaltz and Norm Beaudin June
27, 1969.

NHL	GP	GA	SO	GAPG
TOTALS	32	65	4	2.04



**WORLD'S
LARGEST
UNIROYAL
DEALER**

only Uniroyal
makes

The rain tire®

& TIGER PAW
T.M.



**6 CONVENIENT
LOCATIONS IN THE
ST. LOUIS AREA**

5704 Natural Bridge
St. Louis, Mo.
Phone: EVergreen 5-7284

314 North Illinois
Belleville, Ill.
Phone ADams 3-2500

3501 South Kingshighway
St. Louis, Mo.
Phone: FLanders 2-4955

11202 Manchester Rd.
Kirkwood, Mo.
Phone YOrktown 6-8505

87 South Highway 140
Florissant, Mo.
Phone: TEmple 7-9130

3300 Lemay Ferry Rd.
South County
Phone: 487-1205

**HOULIHAN'S
FLOWER
SHOP**

For Your Floral Plans
See Houlihan

1234 Hampton Ave.
St. Louis, Mo. 63139

781-3585



**SPEC
SPECIALTIES**

MAINTENANCE CHEMICALS & JANITOR SUPPLIES
DISTRIBUTOR FOR **Johnson WAX PRODUCTS**
872-9210

**11632 FAIRGROVE INDUSTRIAL BLVD.
MARYLAND HEIGHTS, MISSOURI**

NHL TROPHIES



JAMES NORRIS MEMORIAL TROPHY
1969-70—Bobby Orr, Boston Bruins



HART MEMORIAL TROPHY
1969-70—Bobby Orr, Boston Bruins



LADY BYNG MEMORIAL TROPHY
1969-70—Phil Goyette, St. Louis Blues



THE STANLEY CUP
1969-70—Boston Bruins



CLARENCE S. CAMPBELL BOWL
1969-70—St. Louis Blues



VEZINA TROPHY
1969-70—Tony Esposito, Chicago Black Hawks



CALDER MEMORIAL TROPHY
1969-70—Tony Esposito, Chicago Black Hawks



ART ROSS TROPHY
1969-70—Bobby Orr, Boston Bruins



PRINCE OF WALES TROPHY
1969-70—Chicago Black Hawks



CONN SMYTHE TROPHY
1969-70—Bobby Orr, Boston Bruins

A HOCKEY WIVES' STORY

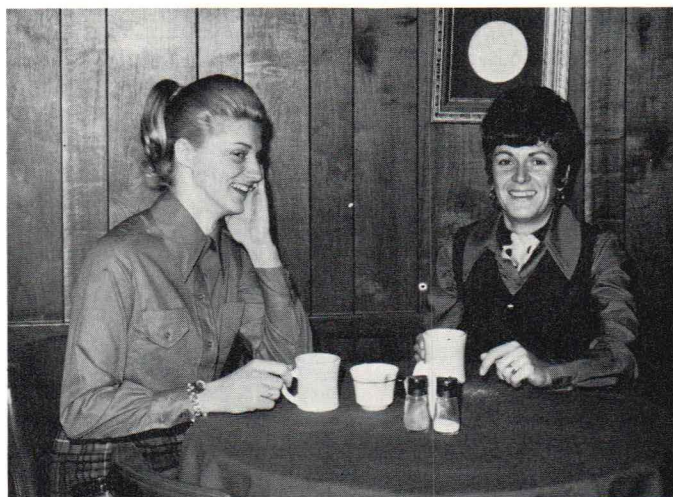
BY ALICE HANDELMAN/Blues Staff



Coach's wife Claire Arbour saves scraps of paper. She saves them because husband Al is constantly "running around the house with a pencil and paper in hand jotting things down . . . hockey strategy things. I don't dare throw out a scrap of paper on the dresser or anywhere else in our home. This is a new thing. We didn't have it before when Al was captain of the Blues," said soft-spoken Claire.

The 36-year-old attractive black-haired hockey wife was sitting at a round wooden table in the Better Halves Room (reserved for wives and children of team members) at the Arena with Suella Bowman, wife of Scotty Bowman, General Manager of the Blues. They chatted about their homes, families, interests and hobbies and devotion to their husbands' careers with the St. Louis Blues.

Claire and Al met while the two Canadian teenagers lived as neighbors in Sudbury, Ontario. Al left home at the age of 15 to play hockey with Detroit and he only saw Claire during the summers. "We dated during the off-season one year and were married the next. It wasn't a long romance," she blushed.



Suella Bowman (left) and Claire Arbour relax with cup of coffee in the Better Halves Room before a Blues' home game.

Lovely Suella Chitty was a registered nurse when she met Scotty at a Clayton restaurant. "I was having dinner with my roommates when we were introduced. Scotty was talking to a guy that one of my roommates knew. Our first date was to the Muny Opera. When we met I didn't know or care anything about Scotty's job as Blues coach. I really didn't know anything about the game of hockey. It was still new to St. Louis. I was more impressed with the way he talked. He spoke so distinctly, so clearly, and didn't slur his words." They dated off and on . . . "sometimes more off than on" and were engaged and married the summer of 1969. The

Bowmans honeymooned for two weeks in Western Canada and toured the Canadian and American Rockies. One of the highlights of their trip was stopping off at the home of Blues goalie Glenn Hall. "Mrs. Hall is such a wonderful hostess. We had a great two days with the Halls."

Blonde-haired, blue-eyed Suella visited with Claire and talked of her new baby girl. Alicia Jean was born on October 26, weighing in at 8 pounds 2 ounces. "The baby has changed our lives in such a nice way, she smiled. The hardest part of being a new mother is separating myself from being a nurse. I find myself looking at Alicia like a nurse looks at a patient. As a nurse I was trained to watch for things to be wrong. But, I'm getting used to it and just love being a mother." She says Scotty is "very good with the baby. He has fed her a few times and is not afraid of her like many fathers are of infants. Of course he'd like to have a hockey playing son someday but he is really crazy about his little girl."

Waldo, a white German Shepherd dog, is the other member of the Bowman household. "He was our baby for a whole year," she laughed. Suella proudly showed off her "golden shepherd" charm that hangs on her gold charm bracelet . . . a gift from husband Scotty for her birthday in November.

The Bowmans live in a four bedroom ranch style home in Creve Coeur. "We have to grow into our home," she mused. The Bowmans recently built a fireplace in their home which is decorated with a Spanish feeling.

Suella, who grew up in Marion, Ill. says, "Hockey is a great life. There is never a dull moment . . . always something new and exciting. The people you meet are wonderful. The life of an athlete is a wholesome one and I'm proud to be part of it."

Suella graduated from the Missouri Baptist Hospital School of Nursing in 1958. She worked in Marion and Carbondale, Ill., and then moved to Dallas, Texas, where she was a nurse at Baylor Medical Center for two and one half years. She came back to St. Louis in 1964 . . . "I just wanted to be closer to home." She was a nurse at John Cochran Veterans Hospital until January 1966. From 1966-1968 she helped set up and open the intensive care unit at Missouri Baptist Hospital where she was head medical and surgical nurse in the intensive care unit. She then went to work as private nurse for cardiologist Dr. Kenneth Watson in the catheterization laboratory at John Cochran Veterans Hospital.

Suella says she "knows hockey fairly well for someone who hasn't grown up with it. I've only lived hockey for three years. I learned the rules from Claire Woodcock" (wife of head trainer Tom) who Suella sits with

at all games. She admits that game days are different now that Scotty is no longer coach. "He isn't as tense as he used to be. He eats normal meals at regular hours now. When he was coach he never ate a regular lunch and dinner." She enjoys cooking and says Scotty's favorite food is steak. "Scotty loves Chinese food too but I don't know how to cook it," she admits.

It is highly feasible that her friend and fellow hockey wife Claire Arbour may teach Suella how to cook Chinese food. One of Claire's favorite pastimes is cooking. "Now I'm trying to cook Chinese style. Al wants me to make him eggroles. It is a long, tedious job with lots of chopping involved but I don't mind as I love to cook," said Claire, who also enjoys cooking Italian foods.

Claire and Al Arbour live in a four bedroom ranch home in Oaktree Farm Estates in Ballwin, with their three children: JoAnn, 14; Jay, 12; and Julie, 3. "All we need now is a whole bunch of new furniture," she joked. She favors ultra-modern decor. "That is what I'd really like to get into." When she is ready to complete decorating her home she can use knowledge she gained while taking an interior decorating course with Pat McDonald (wife of Blues left wing Ab McDonald).

She says that although she thinks St. Louis fans are "the greatest . . . sometimes they can be unkind. If I know that a player is injured and I hear a fan yell at a player I could just die. It is just the odd fan who likes to be heard above all others."

Claire, who is quite a student of hockey rules, says her pet peeve is the officials. "I yell at them all night long. I usually spot 'offsides' when they don't and then start screaming. I know their job is very demanding and that they take a lot of abuse . . . and I am sympathetic to them but I can't help yelling at them."

The night of a game Claire and Al arrive at the Arena at 6:30 p.m. JoAnn comes down on weekends and Jay comes during the week. "They sit in the same section with me." (Claire sits with Boots Fletcher (whose husband Cliff is Scotty Bowman's assistant.) She says the children of hockey players are very close friends. They look forward to coming to the games and watching their fathers play hockey. "And, the annual Florida vacation we take together is such fun."

Hockey wives never travel out of town with their husbands for a game. "Wives are never brought along. During the playoffs the home team is taken away to a hotel the night before the game."

Claire loved her life as a player's wife. "When I learned that Al was quitting after a 17 year pro career it was hard to accept the fact that I wouldn't see him play again. It was the end of an era in our lives. I really thought I'd miss him on the ice but I now love watching him as coach behind the bench." Al's career traces from Edmonton in 1952, to Detroit, Sherbrooke, Quebec, Chicago, Toronto, Rochester, and the Blues in 1967. The rear guard played on three Stanley Cup winning units and led St. Louis to two division titles and three

consecutive Stanley Cup final berths. He was selected to represent the West Division as its premier All-Star defenseman in each of the past two seasons.

Claire says her bespectacled husband is "quiet at the best of times . . . but is even quieter when the Blues lose. He sits around and thinks and ponders 'What went wrong.' He is more relaxed after a win. And, he is always great with the children . . . always the same. He seldom brings his problems home." Mind you he was always quiet," she said in her pleasing Canadian accent.

She says that the day of the game is still the same as when Al played. He eats at 2:30 p.m. and rests all afternoon. The children can always tell it is a game day and are quiet. "Just little Julie doesn't quite understand. But, then, she is the apple of her daddy's eye and can get away with anything. He just adores her . . . his charming little girl."

The Arbours vacation each summer in their cottage near Sudbury on tiny Edith Lake. "We have no electricity and no running water. We fish and swim all day." Last summer Jay caught a 14 pound Pike. And . . . the roads leading to their cabin are terrible . . . but we get there and really relax when we do." Claire Arbour said there is only one way to describe their summer vacation: "We rough it." And . . . that's probably the only way a former defenseman would have it.

Quaint it ain't.



Rugged atmosphere. No-nonsense drinks. Hefty snacks. Rocking music. Meant to please men. But if a wench ventures in, who's going to complain?

GROGSHOP

Stouffer's Riverfront Inn • 200 South Fourth St.

"Senator" McCreary

LIKE A FINE WINE

BY ARNOLD IRISH/Metro - East Journal

Billy McCreary came along 15 years too soon.

The Blues' veteran left winger still is a formidable figure on the ice after almost two decades in pro hockey — an outstanding fore-checker invariably assigned to one of the opposition's better shooters, a positional player who might as well have stepped out of the pages of a coaches' manual, and a classic penalty-killer whose knack for scoring shorthanded goals is well-known.

But the irony of it all is that McCreary, miscast for so many years in a sport with World War III overtones, repeatedly shunted to the minors for toughening up and finally playing out the string in what he admits may be his last season, today finds the National Hockey League tailor-made to the player he was half his lifetime ago.

"I'd had a fantastic record in the juniors," McCreary, 36, recalls with no little trace of nostalgia. "I was tied up at 15 by the Rangers, and that year I was on the Memorial Cup team — the youngest player on the club — and played on a line with Andy Bathgate and Dean Prentice.

"I thought all along I had the potential to play in this league — that somebody would give me a chance — but I bounced around. Up and down."

In his first dozen years as a pro, however, McCreary — the property of New York, Detroit and Montreal in that order — logged most of his time with eight minor-league clubs.

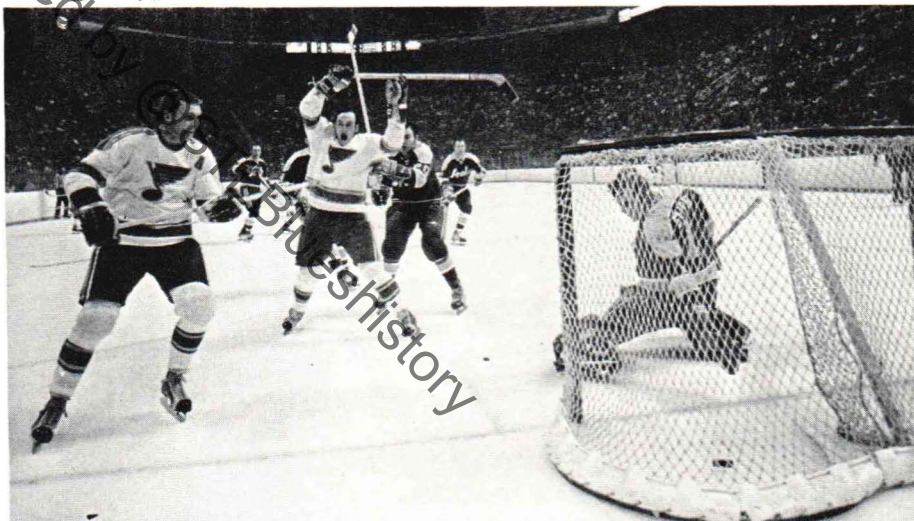
"If I had it to do over, again," McCreary muses, "I'd probably apply myself more on contact because when I came into hockey the stick was a big element in the game. A stick to the head was only a two-to-five minute penalty, and teams looked for big men.

"I never was a rough type player — a guy like Gary Sabourin, for example, who is always using his

body, always making contact. But, then, I played at 168 pounds, and in those days a winger had to be heavier."

So McCreary spent an inordinate amount of his career in hockey's hinterland, plying his trade in such outposts as Saskatoon, Hershey and Hull-Ottawa. He even served a stretch at the sport's answer to Sing Sing — Springfield, Mass., where Eddie Shore played warden with a Queeg-like mind that found him trussing his players' legs in harnesses that restricted their strides in practice to a length he deemed suitable.

"I always said everybody should play one year for Shore," Bill recalls grimly, "but only one year.



Billy and Chris Bordeleau team up for another Blues goal.

McCreary was 26 when he walked out on Shore, in effect turning his back on hockey as he neared what should have been the peak of his career, but hockey people recognized that the discouraged winger represented potential and he was lured back to the sport he loved.

"Somewhere along the line, though, I got a reputation for being outspoken," Bill admits.

He had good years in the boon-docks, but the big break didn't come.

"When I turned 30 I got into coaching, two years at Omaha and one at Houston," he remembers,

"and I began branching out into other phases of the business, selling tickets and advertising for programs for the teams I represented. Through it I gained invaluable experience. I might not want to pursue a career in hockey after I'm finished as a player — and this might be my last year — but for having done these other things I'm in a better position to evaluate my future in hockey."

McCreary's track record with the Blues substantiates the importance he places on his experience in hockey's off-ice facets. They obtained him from the Canadiens in 1967, but he was valuable to them before he ever laced on a pair of skates as he spent the summer prior

to their initial season working in the club's ticket and promotion program.

And, on the ice, McCreary proved a pleasant surprise, scoring 13 goals in each of his first two years with the Blues, whose raw recruits up front responded favorably to Bill's reassuring guidance. Here was a man who could lead by example, and, like his penalty-killing colleague, Jimmy Roberts, a man who never dogged it.

McCreary shrugs off his role in helping to bring along the Blues' kids.

"You see it throughout the sport,"

Billy says. "Veterans helping younger players trying to take their jobs. I'm not suggesting it doesn't happen in other sports because I don't know. I do know it happens in hockey, though."

"I remember Jean Beliveau — and this was six years ago when he was a big star — stopping by the hotel to take me to practice. And I remember Gordie Howe. Detroit's routine in camp was practice in the morning, golf in the afternoon. Gordie and (Ted) Lindsay would always pair off with the rookies instead of playing with the old pros. Just a nice way of saying they remembered how it felt to be a rookie."

"Hockey is full of examples like that. Tim Ecclestone could tell you about the hours Dickie Moore spent working with him. Or Glenn Hall and Jacques Plante with Ernie Wakely."

In a day when many athletes in all pro sports are wealthy, hockey players almost to a man make the transition to nouveau riche status while so many of their counterparts in other sports develop a new hat size.

"If this is true, and I've heard it said by many, hockey players may communicate with the public better because we realize our humble beginnings," McCreary reasons. "Most of the guys are from middle-to lower-class families, and they're better motivated than somebody who had it easier. They're used to working, and if success comes, they tend to keep working and remain humble."

If you're a hockey devotee, you know McCreary's nickname is The Senator. But you may not know that, unlike ex-Cardinal outfielder Carl Taylor (who earned the same sobriquet by complaining that to make the starting lineup an athlete has to play politics), Bill came by his moniker because somebody thought he looked like a statesman.

"I got that nickname the Blues' first year when Ronnie Stewart was still with us," McCreary laughs. "I always wore a hat and dressed pretty conservatively. One day as I stepped onto the team's plane, Stewie said, 'Hi, Senator,' and it

stuck. I happened to be wearing a jet black hat, but actually it wasn't the bowler type that senators are said to wear."

"There's a story behind my wearing a hat, though. My wife's family was in the hat business at the time, and as an in-law I wore hats to promote the business. The custom of wearing a hat is more pronounced in Canada, probably because the weather there tends to be cooler. Up there, though, a well-dressed man wears a hat. I liked hats, but I no longer wear one."

He'll always be The Senator, though.

McCreary was in rare form last season, scoring 15 goals (his NHL high) and 17 assists during the regular season and adding a goal and seven assists in the playoffs. "Last year was my best ever," Bill says. "I was free of injuries, which is always a player's main hazard, and able to keep my skating, timing and shooting sharp. You are as good as the fellows around you, though, and the Blues are extremely close-knit."

How about McCreary's virtuosity as a shorthanded goal-getter?

"It involves two defensemen," Bill explains. "Jimmy (Roberts) and I play mainly a box. Sometimes, if the opposition is gambling, there's a lucky bounce to center ice."

Unlike the proverbial outfielder who computes his batting average between (and sometimes during) pitches, McCreary hasn't the foggiest notion how many shorthanded goals he's scored.

"Hockey moves too fast for that," Bill says. "I suspect hockey players dwell less on statistics than players in some other sports." Baseball, for example, has such magic achievement levels as 20 victories for pitchers and .300 for batters.

"Our tradition is based on team effort," McCreary says. "Individuals are aware of their own achievements, but not to the extent of keeping their percentages. We remember the plays, but it's such a fast game there's little time to think about individual performance. Our overriding thought is of winning."

GUNZO'S MIDWEST HOCKEY HEADQUARTERS



- Complete team outfitting
- All top lines of equipment
- Suppliers to most NHL teams
- All 14 official NHL team home and road uniforms available

U.S. money orders required
on all orders

HOCKEY IS OUR ONLY BUSINESS!

GUNZO'S SPORTS CENTER Inc.

7706 West Madison
River Forest, Illinois 60306
312-771-8666



for people who know the difference

993-5200

295 N. LINDBERGH BLVD.
ST. LOUIS, MISSOURI 63141

Before the game, after the game, anytime . . . it's PERKINS!

43 Varieties OF PANCAKES WAFFLES & OMELETTES

Served imaginatively . . . just part of a complete menu for breakfast, lunch or dinner.

MONDAY-FRIDAY

Smorgasbord so delicious!

Choose from a variety of meats, salads, vegetables and relishes.

\$1.55
lunch

HAVE
SECONDS!

\$1.75
dinner

FAMILY STYLE CHICKEN DINNERS

Sunday Evening 4-6 p.m.

"With all the trimmings . . . and ALL YOU CAN EAT."

\$2.25

FIVE CONVENIENT LOCATIONS

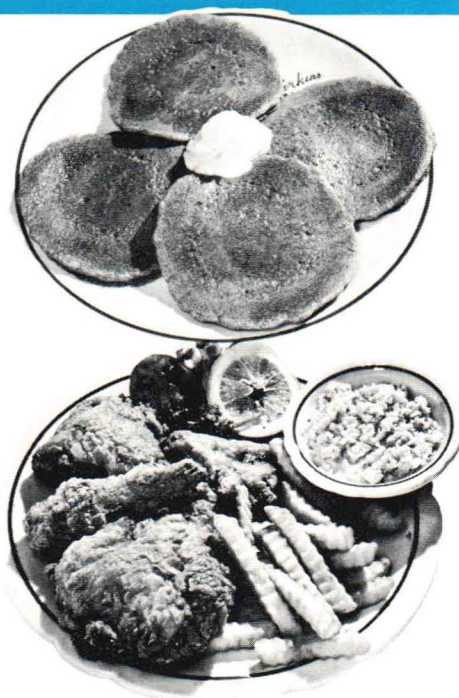
Downtown
Across from
Old Courthouse

South County
Across from
So. County Shop. Center

Clayton
1 Block West
of Hanley

Crestwood
Across from
Crestwood Shop. Center
Bridgeton
At St. Charles Rd.
and Hwy. 270

PRIVATE PARTIES from 20 to 200 welcome.
By reservation only . . . call 968-3550



PERKINS CAFETERIA in Webster Groves
YORKSHIRE SHOPPING CENTER
One of the most complete cafeteria menus
in the St. Louis area. Great for family dining.

RULES and PENALTIES

BOARD CHECKING: Driving opposing player into boards with body check.

BUTT-END: Jabbing handle end into opposing player's body.

CROSS-CHECKING: A check or block delivered by a player with both hands on the stick and no part of the stick on the ice.

ELBOWING: Use of the elbow in such manner as to in any way foul an opponent.

HIGH STICKING: The carrying of sticks above the height of the shoulders, so that injury to the face or head of the opponent results.

HOLDING: Clutching opposing player's body with hands.

HOOKING: The use of the stick in tripping or otherwise impeding the progress of an opponent.

MAJOR PENALTY: For major infractions — time usually five minutes.

MATCH PENALTY: For serious infraction of rules — player and team penalized.

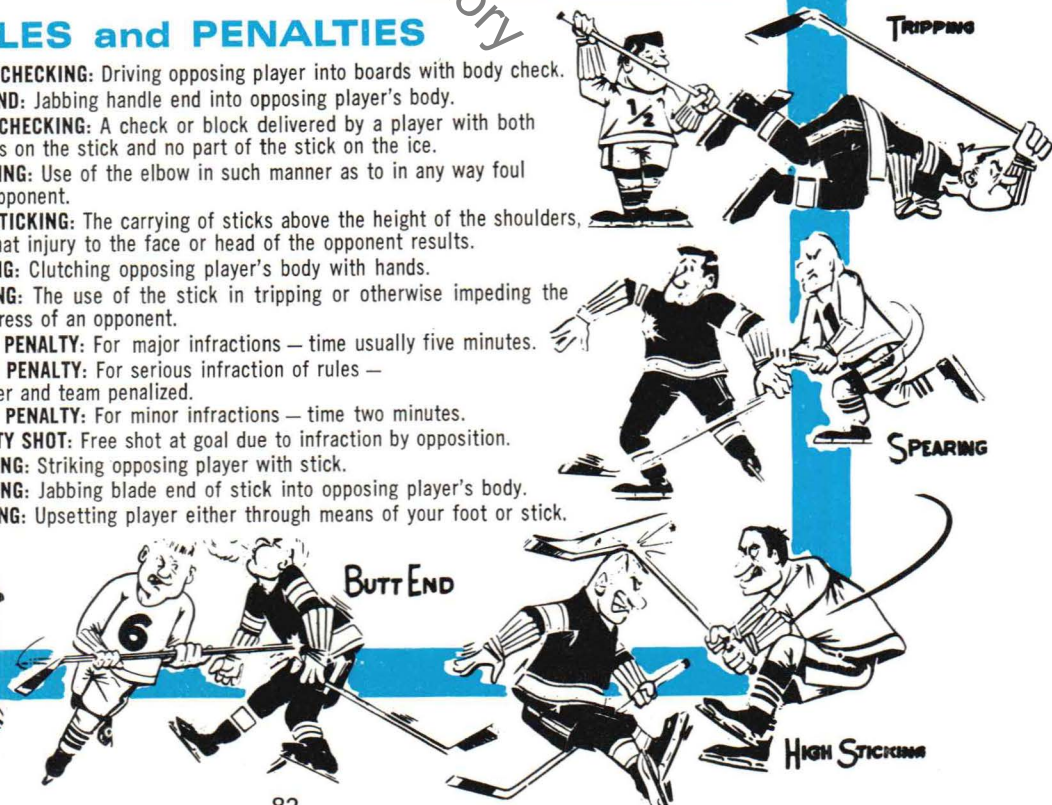
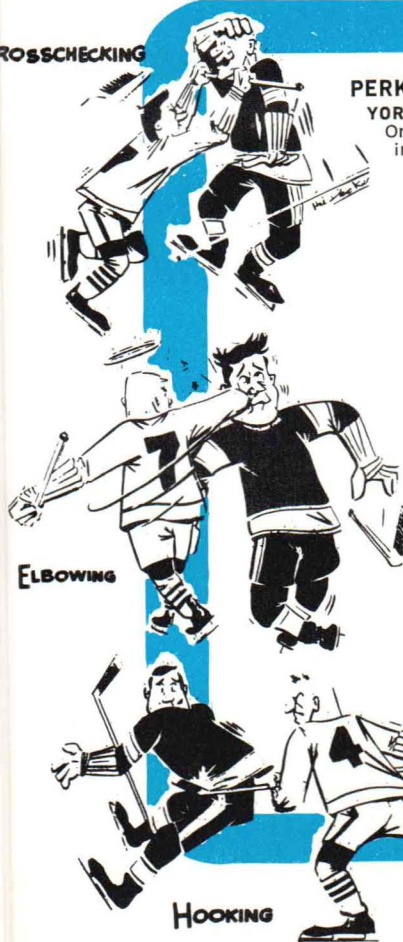
MINOR PENALTY: For minor infractions — time two minutes.

PENALTY SHOT: Free shot at goal due to infraction by opposition.

SLASHING: Striking opposing player with stick.

SPEARING: Jabbing blade end of stick into opposing player's body.

TRIPPING: Upsetting player either through means of your foot or stick.



NHL PERFORMERS

(Continued from page 75)

from Pete Mahovlich while Toronto is getting super seasons from Norm Ullman and Dave Keon and is beginning to reap the harvest of a young defensive corps.

There is also a man in goal by the name of Jacques Plante that hasn't hurt either. Plante, picked up in the off-season from St. Louis, had seen action in 25 games by All-Star game break and had fashioned a 1.90 goals-against average. It is second to the 1.79 owned by the Rangers' Villemonais.

Internal problems and age has taken its toll in Detroit.

The Red Wings recently broke up their big scoring line by unloading Frank Mahovlich to Montreal for three younger players. but the Wings still may need a miracle to get into the playoffs.

The Black Hawks can become the first team in NHL history to win both division titles if St. Louis does not shift into high gear down the homestretch.

St. Louis had had its own way in the West the last two years and has been the only West Division team to gain a berth in the Stanley Cup finals since the NHL staged

its first phase of expansion in 1967-68.

Chicago, by virtue of more wins, wrestled the East crown away from Boston last year. Both teams totaled the same amount of points.

With the West still in the process of reaching parity with the established east, the presence of Chicago could be a blessing in disguise, even though it will make it harder for California, Pittsburgh and Los Angeles to gain a playoff spot.

These cities have always been able to draw a good crowd when the Black Hawks and the other East Division teams furnished the opposition. However, a win over Chicago is a four-point victory now.

To keep the Black Hawks, St. Louis and maybe Minnesota from dominating the scene, other division teams will have to step up their development program to keep their heads above water.

This should help each individual team, the division and the league, especially when President Clarence Campbell on occasions has suggested future expansion to include several European capitals.

St. Louis has had an interesting season with rookie coach Al Arbour at the helm. The Blues have not

played in the same consistent manner of the past two seasons, but they have come up with more points than last year and have accomplished it with no less than seven new players in the lineup.

It was sad to see a clever stick handler like Phil Goyette left unprotected in the draft and to see Plante dealt away after watching them apply the tricks of their trade with the perfection of a true professional.

Yet, it has been great to watch rookie George Morrison take a stiff check to make a play.

Bob Plager has fashioned his finest season, although sidelined twice with a banged up knee. His hip checks were never better and he rivals brother Barclay when it comes to blocking shots.

The Blues don't figure to set any NHL records, unless they catch Chicago and win an unprecedented third straight regular season title.

It's going to be interesting to see just how many records actually fall when this season is over.

St. Louis, expected to be a fizzle when the NHL awarded it a franchise, will lead the league in attendance with an average of more than 18,000 fans per game.

The advertisement features a large, bold, black oval in the center containing the word "KREY" in white, sans-serif capital letters. Above the oval, the word "NEW" is written in a smaller, bold, sans-serif font. To the left of the oval, the words "VAC-PAC" are written in a large, bold, sans-serif font, with a stylized graphic of a vacuum-sealed meat package below it. To the right of the oval, the words "LUNCH MEATS" are written in a large, bold, sans-serif font, with a stylized graphic of a lunch meat package below it. In the bottom right corner, there are two images of Krey meat products: a vacuum-sealed package and a tray of meat. Both images include labels with the Krey logo and text: "KEEP REFRIGERATED", "KREY QUALITY MEAT PRODUCTS SINCE 1882", "U.S. INSPECTED AND PASSED BY DEPARTMENT OF AGRICULTURE EST. 1917", and "KREY PACKING CO. GEN. OFFICES: ST. LOUIS, MO. 63107".

Plymouth

OFFICIAL CAR OF THE ST. LOUIS BLUES!



L. M. Stewart

Boyce
Pratt

Don
Flier

Al
Fuchs

Ray
Deschamp

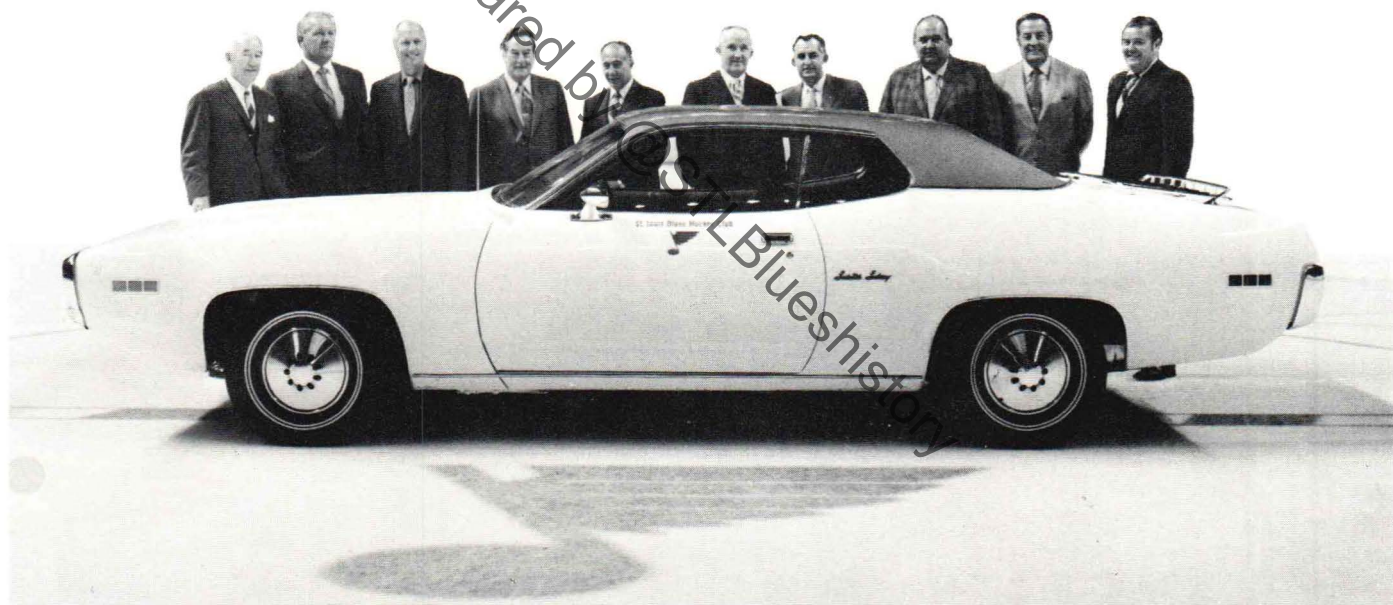
John
Hallums

Jim
Keehn

Ward
Beaver

Jan
Mazzuca

Wayne Fuchs



YOUR 10 GREATER ST. LOUIS CHRYSLER-PLYMOUTH DEALERS REALLY COME THROUGH FOR YOU!

John Hallums
Chrysler-Plymouth West,
Inc.
136 Manchester Road
Ballwin, Mo. 63011

Al Fuchs
Goddard Motors, Inc.
7302 W. Florissant
Jennings, Mo. 63136

L. M. Stewart
L. M. Stewart, Inc.
8012 Maryland Ave.
Clayton, Mo. 63105

Jan Mazzuca
Mid City Chrysler-
Plymouth, Inc.
2245 S. Kingshighway
St. Louis, Mo. 63110

Boyce Pratt
Paddock Chrysler-
Plymouth, Inc.
955 N. Highway 140
Florissant, Mo. 63031

Ward Beaver
Glendale Chrysler-
Plymouth, Inc.
10070 Manchester Road
Glendale, Mo. 63122

James E. Keehn
Jim Keehn Motors, Inc.
10100 Highway 66
St. Louis, Mo. 63127

Wayne Fuchs
Lewis & Clark Chrysler-
Plymouth, Inc.
Lewis & Clark Blvd. &
Parker Rd.
St. Louis, Mo. 63138

R. E. Deschamp
O'Leary-McClintock
Motors, Inc.
10906 St. Charles Rock
Road
St. Ann, Mo. 63074

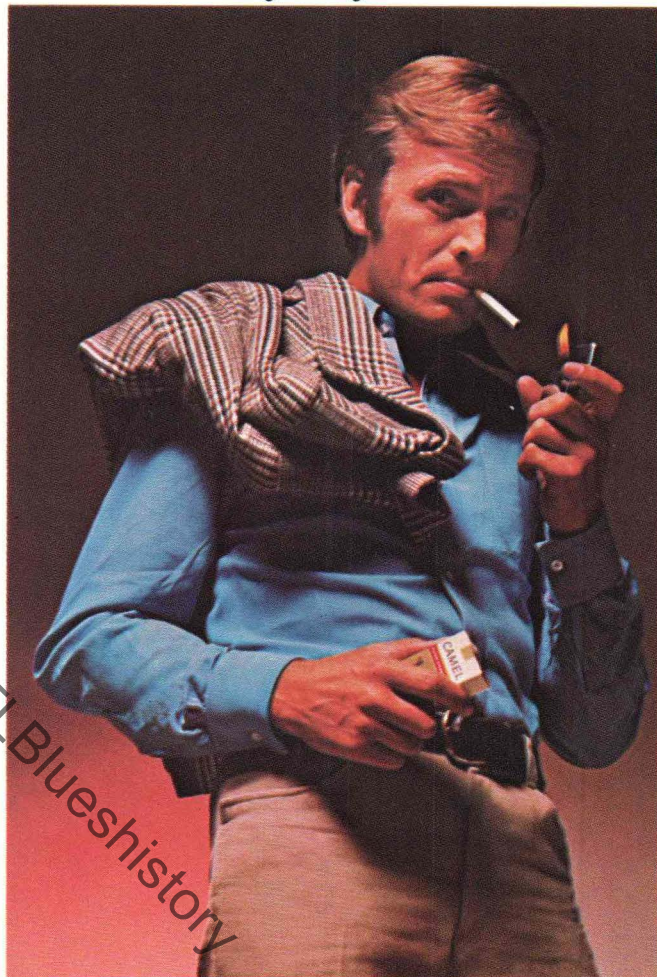
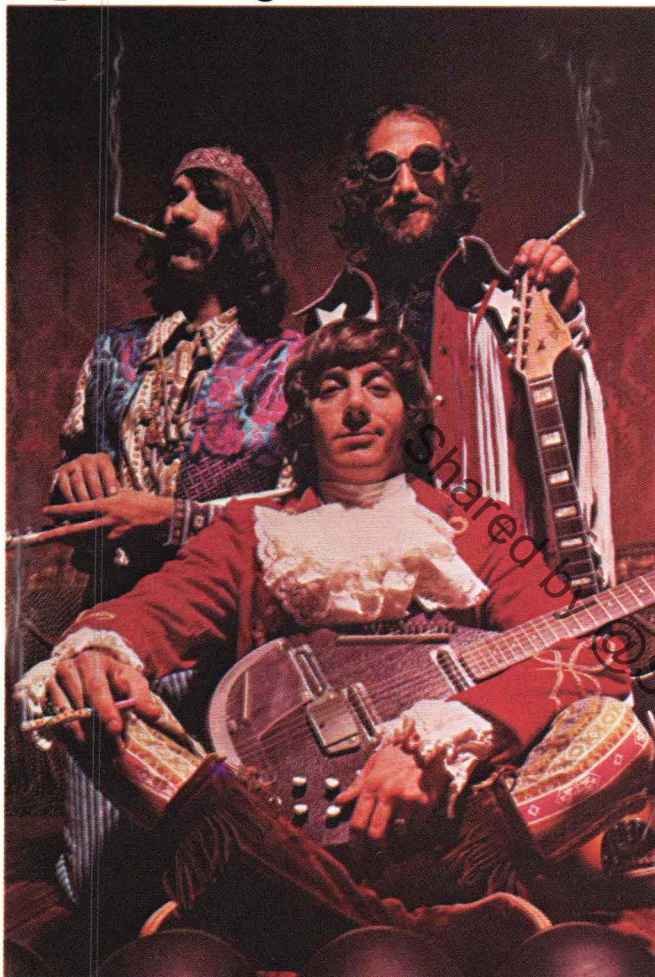
D. J. Flier
South County Chrysler-
Plymouth, Inc.
3600 Lemay Ferry Road
St. Louis, Mo. 63125

Is it any wonder that Plymouth is the Official Car of the Blues?

At their last performance, The Electric Plums lit up the latest thing in super mod cigarettes.

Now everybody will be smoking super mod cigarettes

...almost everybody.



Camel Filters.
They're not for everybody.
(But then, they don't try to be.)





**We made the Javelin the hairiest looking sporty car in America,
even at the risk of scaring some people off.**

The new Javelin may not be quite as lovable as the old Javelin, but it's a lot tougher.

We made it longer, wider and lower to make it ride better.

And to make it look better while it's riding better, we sculptured the fenders and raised them around the tires.

We sculptured the hood, too, into a fast, glacial slope.

We panelled the roof with a twin-canopy and a rear spoiler lip.

Then, of course, we had to create something for the inside, so it could keep pace with the outside:

A new "curved cockpit" instrument panel that may make you feel more like a pilot than a driver.

And if that isn't enough for you to intimidate friends and/or competitors, we're offering a range of engines up to a 401 CID 4-barrel V-8.

We may lose a few librarians for customers, but we think we'll gain a few enthusiasts.

If you had to compete with GM, Ford and Chrysler, what would you do?  American Motors

